

News Release

23 June 2016

HSBC LAUNCHES MOBILE BRANCH SERVICE TO SERVE THE COMMUNITY IN HONG KONG

**** Serving more remote areas to provide general banking services ****

**** Service to start on 24 June 2016 covering six public housing estates ****

HSBC announced today the launch of a new Mobile Branch to provide general banking services to customers living in six public housing estates in Kwai Tsing, Tiu Keng Leng, Wong Tai Sin, Tin Shui Wai, Kwun Tong and Tsuen Wan. This move reflects the Bank's commitment to bringing convenient banking services to the Hong Kong community via a broad range of platforms which Mobile Branch is the latest initiative.

The newly-launched Mobile Branch complements HSBC's existing branch network in serving customers' basic banking needs. It is equipped with the latest Express Banking facilities including various types of self-service terminals which offer cash withdrawals, cash and cheque deposits and passbook updates, etc. There is also a General Banking Officer in this branch to provide services like account opening and assistance with general banking enquiries.

Officiating at the launching ceremony, Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited, said "Since the Bank opened for business 151 years ago, our branches have always been a strategically important channel. Our goal is to enable our customers to bank in a simple, seamless and secure way across channels of their choice at any time. The launch of HSBC Mobile Branch demonstrates our commitment to meeting the community where they are with our banking services. We plan to launch several other mobile branches after we evaluate the service provided by this first one."

Norman Chan, Chief Executive of the Hong Kong Monetary Authority, said "I am pleased that HSBC launches its mobile branch service today. This will provide more accessible basic banking services to areas currently not adequately covered by bank branch network. I sincerely hope and believe that HSBC can play a positive role and coordinate with the HKMA in promoting 'financial inclusion' in Hong Kong" so that the grassroots and the general public can share the fruits of economic and financial development of Hong Kong."

The Mobile Branch is an environmentally friendly vehicle with solar panels installed in alignment with HSBC's commitment to sustainability. The General Banking Officer will also use a tablet for paperless account opening to promote green banking. A barrier-free facility and wheelchair access are available to cater to the needs for senior citizens and physically-challenged customers. The built-in meeting room also provides a secure and private environment for the General Banking Officer to meet with customers and discuss their banking needs. The Mobile Branch is supported by a secured 4G network and protected by a level of security that is comparable to normal branches.

Branches remain integral to how HSBC delivers its services to customers. The Bank understands that many customers in Hong Kong prefer personal and face-to-face interaction with our staff and Relationship Managers. At the same time, digital technology allows our customers to carry out everyday

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The Hongkong and Shanghai Banking Corporation Limited

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1 Queen's Road Central, Hong Kong
Web: www.hsbc.com.hk

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transactions online or via mobile at their convenience, saving them time and simplifying processes so that conversations in branches can focus on their more complex needs, financial planning and other kinds of transactions. HSBC is investing in mobile and digital banking but is also committed to optimising its branch network, ensuring that it provides a comprehensive range of services to meet all its customers' needs.

The Mobile Branch will begin operations on Friday, 24 June 2016 and will be open for business in different locations according to the weekly service schedule below.

HSBC Mobile Branch Weekly Service Schedule:

Service Day¹	Service Hours²	Locations
Monday	9 am to 5 pm	Kwai Luen Estate, Kwai Tsing
Tuesday		Shin Ming Estate, Tiu Keng Leng
Wednesday		Mei Tung Estate, Wong Tai Sin
Thursday		Tin Heng Estate, Tin Shui Wai
Friday		Lei Yue Mun Estate, Kwun Tong
Saturday	9 am to 1 pm	Cheung Shan Estate, Tsuen Wan

HSBC Mobile Branch Service Scope:

- Cash withdrawal (HKD and RMB)³
- Cash deposit³
- Cheque deposit
- HKD funds transfer³
- Cheque book request
- Account statement request
- ATM card change PIN request
- Bill payments
- Charity donation
- Passbook update
- Account enquiries
- Credit card account enquiries
- Credit card repayment
- Credit card cash advance
- Phone banking PIN reset
- Phone banking service activation
- MPF account enquiries
- Card language change
- Account opening and closure
- Overseas withdrawal limit (including cash advance) setting
- Single trip travel insurance purchase
- Personal instalment loan redraw

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Notes to editors:

1. No service on public holidays.
2. There will be special arrangements for service hours when the black rainstorm or typhoon signal No.8 or above is hoisted.
3. Daily maximum limits apply.

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves over 47 million customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from over 6,000 offices in 71 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,596bn at 31 March 2016, HSBC is one of the world's largest banking and financial services organisations.

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