

News Release

4 March 2015

HSBC ISSUES COMMEMORATIVE 150th ANNIVERSARY BANKNOTE IN HONG KONG

*Public subscription and auction to start from 5 to 21 March
Net proceeds to be donated to local charities*

HSBC today announced the issue of two million pieces of Anniversary Banknotes with a face value of HKD150 to commemorate its founding in Hong Kong 150 years ago. Net proceeds from the sale will be donated to local charities, The Community Chest of Hong Kong and The Hongkong Bank Foundation to benefit the community.

John Tsang, Financial Secretary of The Hong Kong Special Administrative Region, and Norman Chan, Chief Executive of The Hong Kong Monetary Authority co-officiated at the launch ceremony with Stuart Gulliver, HSBC Group Chief Executive, and Peter Wong, Deputy Chairman and Chief Executive of The Hongkong and Shanghai Banking Corporation Limited.

Addressing the ceremony, Stuart Gulliver said, “The HKD 150 banknote we are issuing today to mark our 150th anniversary shows HSBC’s commitment to Hong Kong’s past, present and future is as strong today as it has ever been. We are proud of our part in Hong Kong’s history and we are proud of Hong Kong. Since HSBC was founded 150 years ago, the Bank’s commitment to supporting the growth and development of Hong Kong has never wavered.”

The Anniversary Banknote’s design seeks to underscore HSBC’s long and close relationship with Hong Kong in the past century and a half, and the strengths the Bank both contributed to and received from it. Images drawn from HSBC’s own archives and other sources in Hong Kong bring to life the spirit of ambition that has made the territory such a special place. The principal colour, a ruby red, echoes the richness of our historical banknotes and is combined with an auspicious gold appropriate for this commemoration.

Sharing the same size as the 2010 series HKD500 notes, the Anniversary Banknote incorporates major security features such as iridescent pattern, enhanced watermark,

This information is issued by

The Hongkong and Shanghai Banking Corporation Limited

Registered Office and Head Office:
1 Queen’s Road Central, Hong Kong
Web: www.hsbc.com.hk
Incorporated in the Hong Kong SAR with limited liability



fluorescent see-through pattern and colour-changing windowed metallic thread. It is a legal tender in Hong Kong though not intended for general circulation.

The Anniversary Banknotes are available in three presentations: in sets of a single note, 3-in-1 uncut notes and 35-in-1 uncut notes. They are priced at HKD380 for each single note, HKD1,380 for each 3-in-1 uncut notes set and HKD23,880 for each 35-in-1 uncut notes set for public subscription.

An auction will be held for Selected Number Anniversary Banknotes that carry special serial numbers and the prefixes “HSBC”, “AA” or “HK”.

Public subscription and the auction will start on 5 March and end on 21 March 2015. Applications for public subscription can be submitted online via www.hsbc150banknote.com.hk or through drop-in boxes at any HSBC branch in Hong Kong. Auction bidders can download the form from the same website or obtain it from any local HSBC branches and mail the form to Ernst & Young PO Box for submitting the bids. Allotment results of the public subscription will be available on the above website from 14 April 2015. All successful applicants will receive a confirmation letter, sent by ordinary post, with collection details.

To experience in full the augmented reality of the Anniversary Banknote, please download the app “HSBC 150” . The three different presentations of the Anniversary Banknote will also be displayed at selected HSBC branches during the subscription period.

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Notes to editors:

Applicants must be aged 18 or above, possess a valid Hong Kong Identify Card or a Hong Kong or foreign passport, and have a Hong Kong correspondence address or PO Box address and phone number in Hong Kong

Each applicant can submit only one application to apply for a maximum of three sets of Single Notes, one set of 3-in-1 uncut notes and one set of 35-in-1 uncut notes. In the event of oversubscription, allocation will be decided by computer balloting.

There is no limit to the number of applications for the Selected Number sets. The Selected Number set will go to the highest bidder. If there is more than one highest bidder for a particular Selected Number set, the set will be allocated through a computer ballot conducted by Ernest & Young.

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves around 51 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 6,100 offices in 73 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,634bn at 31 December 2014, HSBC is one of the world's largest banking and financial services organisations.

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Factsheet - Details of Public Subscription and Auction

1. Basic information

- Total issuance: 2,000,000 pieces
- Types of packages: Single note, 3-in-1 uncut notes and 35-in-1 uncut notes

Category	150 th Anniversary Banknotes		Selected Number Anniversary Banknotes	
	Quantity issued (in thousand sets)	Price per set	Quantity for auction (set)	Minimum bid
Single notes	1,030	HKD380	238	HKD8,888
3-in-1 uncut notes	90	HKD1,380	50	HKD13,888
35-in-1 uncut notes	20	HKD23,880	50	HKD68,888
Total	1,140 sets		338 sets	

- Enquiry hotline: Public subscription – 2880 0180 (9 am to 9 pm, every day)
Auction – 2629 3786 (9 am to 6 pm, Monday to Friday)

2. Key dates

Public subscription

- Subscription: Electronic applications can be submitted between 00:01 on **5 March** and 23:59 on **21 March 2015**.
Paper form applications should be placed in drop-in boxes during banking hours between **5 March** and **21 March 2015** at HSBC branches in Hong Kong.
- Allotment: Successful applicants will receive a confirmation letter posted via ordinary mail between **14 April** and **24 April 2015**
- Payment: From **14 April** to **7 May 2015**
- Collection: Between **9 June** and **28 June 2015** at designated locations including the Hong Kong Convention and Exhibition Centre, Kowloon Bay International Trade and Exhibition Centre, HSBC branches and HSBC premises

Auction

- Bidding submission: From **5 March** to **21 March 2015**
- Collection: Successful applicants will be sent a confirmation letter through ordinary post with the relevant collection details **on or before 15 May 2015**. Notes will be made available for collection in person according to the collection details in the letter.

3. Public subscription

Channels

- Online submission: www.hsbc150banknote.com.hk
- Drop-in box: Deposit completed hard copy forms in drop-in boxes labelled “HSBC 150th Anniversary Banknote” at any HSBC branch in Hong Kong. Hard copy forms are available at all HSBC branches or can be downloaded from the website www.hsbc150banknote.com.hk

Key terms and conditions

- Applicants must be aged 18 or above, possess a valid Hong Kong Identify Card or a Hong Kong or foreign passport, and have a Hong Kong correspondence address or PO Box address and phone number in Hong Kong
- Each applicant can apply for a maximum of three sets of Single Notes, one set of 3-in-1 Uncut Notes and one set of 35-in-1 Uncut Notes
- Only one application is allowed for each applicant, through either online application or deposit of subscription form in drop-in boxes. All applications from an applicant will be disqualified if more than one application is made (whether through either or both channels)
- In the event of oversubscription, successful applications are determined by computer balloting. An independent audit firm, KPMG, has been appointed to provide a reasonable assurance report on whether the allocation basis is free from manual intervention and bias
- Applications cannot be changed or withdrawn after submission
- Applicants for the public subscription are not required to make any payment when submitting an application

Allotment

- The allotment results will be available on www.hsbc150banknote.com.hk on or after 14 April 2015
- Successful applicants will receive a confirmation letter sent by ordinary post with payment instructions
- Unsuccessful applicants will be notified by SMS or e-mail if a valid mobile phone number or e-mail address is provided

Payment

- Successful applicants are required to pay in full by one of the following methods between 14 April and 7 May 2015:
 - HSBC Personal Internet Banking (for HSBC customers only)
 - HSBC and Hang Seng Bank ATMs (for HSBC customers only)

- Deposit cheque or cashier order in drop-in boxes labelled “HSBC 150th Anniversary Banknote” at select HSBC branches in Hong Kong
- Payment in cash at any 7-Eleven convenience stores in Hong Kong by presenting the payment stub (for up to HKD5,000)

Collection

- Successful applicants must present the confirmation letter and the original personal identification document used in the application (ie Hong Kong Identity Card / passport) at the assigned collection location
- Successful applicants must collect the allocated set(s), in person, at assigned timeslots, at designated collection locations
- In the event of a no-show at collection, the uncollected set(s) will be forfeited and the proceeds of any payment made will be donated to charity

4. Auction

Application channels

- Completed bidding form(s) together with cheque(s) / cashier's order(s) in Hong Kong Dollars which should be drawn on banks in Hong Kong, and a self-addressed stamped envelope must be mailed to Ernst & Young, PO Box 11845, General Post Office, Hong Kong, on or before 21 March 2015
- Bidding forms can be downloaded from the website www.hsbc150banknote.com.hk or obtained at any HSBC branches in Hong Kong
- Post-dated cheques will not be accepted

Key terms and conditions

- Applicants must be aged 18 or above, hold a valid Hong Kong Identity Card or a Hong Kong or foreign passport, and have a correspondence address and phone number in Hong Kong
- Multiple applications will be accepted. A separate cheque or cashier's order will be required for each bid.
- All cheques / cashier's orders should be in Hong Kong dollars, drawn on banks in Hong Kong, crossed and made payable to “HSBC 150th Anniversary Banknote”
- The banknote set will go to the highest bidder if more than one bid is received. If there is more than one highest bidder for a particular ‘Selected Number’, the set will be allocated through a ballot conducted by Ernst & Young

Allotment and Collection

- Successful applicants will receive a confirmation letter, sent by ordinary post, with the collection details

- Successful applicants must present the confirmation letter and the original personal identification document used in the application (ie their Hong Kong Identity Card/passport) at the assigned collection location to collect the banknote set(s) in person
- Unsuccessful applicants will receive a notice and will have their cheques returned to them via the self-addressed stamped envelope