



## HSBC OFFERS £200 INCENTIVE TO SWITCH

### TO HSBC ADVANCE AND HSBC PREMIER BANK ACCOUNTS

- *Switch and enjoy the benefits of Touch ID login, Fast Balance and Overdraft text alerts*

HSBC is offering £200 to those who switch to HSBC Advance and HSBC Premier Bank Accounts from Tuesday 31<sup>st</sup> May until Sunday 10<sup>th</sup> July<sup>1</sup>.

Switchers need to go through the [Current Account Switching Service](#)<sup>2</sup> to take advantage of the offer, which includes an interest free overdraft for 6 months<sup>3</sup> and a market leading credit card<sup>4</sup> alongside no-fee in-credit banking.

#### **Stuart Haire, UK Head of Customer Value Management, HSBC:**

“With busy and demanding lifestyles, we want our customers to be free to live the life they want, with as much convenience as possible. With services such as Touch ID, Fast Balance and Overdraft text alerts, the HSBC Advance and HSBC Premier current accounts provide customers with a reliable and effective service that will fit with their lifestyles, while giving people greater control and visibility of their finances on the go.

“Switching with the Current Account Switching Service has never been easier, with a guaranteed hassle-free switch in seven days, and £150 up front”.

The switching incentive is offered as £150 cash after a successful switch through CASS, with an extra £50 12 months later<sup>5</sup>, and will give customers access to a number of benefits including:

#### HSBC Advance Bank Account

- Automatic enrolment to Overdraft text alerts to help customers avoid fees for going beyond their agreed overdraft limit – so far this has helped customers save over £100m in fees.
- Preferential overdraft rate with an interest rate of 17.9% EAR.
- HSBC Advance offers customers access to preferential rates including £250 off our standard mortgage range as well as 10% interest cashback on personal loans
- 6% AER/Gross with a Regular Saver account
- A Daily ATM withdrawal allowance of £500 and worldwide cash withdrawals without any HSBC ATM transaction fees<sup>6</sup>

#### HSBC Premier Account

- Access to financial advice across education, insurance, retirement, legacy, protection, managing and growing wealth.



- Daily ATM withdrawal limit of £1,000.
- Preferential overdraft rate with an interest rate of 11.9% EAR – with the first £500 free from overdraft interest. There are also no daily informal overdraft usage fees for HSBC Premier customers.
- HSBC Premier Credit Card provides 0.5% effective balance transfer fee when they switching using CASS.<sup>7</sup>
- Worldwide travel insurance at no extra cost to HSBC Premier customers resident in the UK and under 70 years of age.
- Fee-free international fund transfers - Instantaneous transfers between HSBC accounts, also automatic HSBC Premier status in all countries where the customer banks with HSBC.
- 6% AER/Gross with a Regular Saver account
- Access to award-winning mortgages with competitive mortgage rates, plus £250 off booking fees on our Standard mortgage range

## Ends

### Notes to editors

<sup>1</sup> Offer is only valid to those completing a full switch through CASS within 30 days of the account opening and must include 2 standing orders or direct debits

<sup>2</sup> The [Current Account Switch Service](#) lets you switch your current account from one participating bank or Building Society to another, free of charge and is backed by the Current Account Switch Guarantee. As part of the Current Account Switch Service the old account will close on the chosen day of the switch.

<sup>3</sup> Interest free period starts from the date the switch is initiated.

<sup>4</sup> Credit Card is available to HSBC Advance and Premier customers successfully opening an HSBC Credit Card or HSBC Premier Credit Card within the campaign window that switch via CASS

<sup>5</sup> For second payment, customers must be personal internet banking active or mobile registered within 60 days from the account being opened and must meet Advance/Premier eligibility for 9 out of 12 months and have account open for anniversary payment

<sup>6</sup> A non-sterling transaction fee of 2.75% applies

<sup>7</sup> Customers must transfer a balance within 60 days of account opening. Wider cards offer of 0.75% effective balance transfer fee (reduced from 1.4%), with 32 months 0% on balance transfers.

For the latest updates, visit the HSBC UK newsroom: <http://www.about.hsbc.co.uk/news-and->

Further information: Jenna Brown: Phone: 0207 991 4980/ Email: [Jenna.brown@hsbc.com](mailto:Jenna.brown@hsbc.com)

**HSBC Bank plc**

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HSBC serves c17 million customers in the UK and employs approximately 46,000 people. In the UK, HSBC offers a complete range of personal, premier and private banking services including bank accounts and mortgages. It also provides commercial banking for small to medium businesses and corporate and institutional banking services. HSBC Bank plc is a wholly owned subsidiary of HSBC Holdings plc.

### **The HSBC Group**

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 6,100 offices in over 72 countries and territories in Asia, Europe, North and Latin America, and the Middle East and North Africa. With assets of US\$2,549bn at 30 September 2015, HSBC is one of the world's largest banking and financial services organisations.