

Embargoed until Wednesday 5th March 2014

HSBC LAUNCHES NEW MORTGAGE PLATFORM

- *Simple on-line mortgage application, if customers do not require advice*
- *Significantly shorter application completion times*
- *Pay fees on-line and accept mortgage offer documentation*

HSBC has today launched a new [online mortgage service](#) to meet growing consumer demand for customers to apply for mortgages remotely if they do not require advice. Customers can now apply for a mortgage or remortgage via the website at www.hsbc.co.uk.

This service is completely automated and paperless and will offer customers the opportunity to apply for a mortgage on-line.

Once they have completed the process, the documentation (including the Offer Document and Mortgage Loan Terms and Conditions) will be easily accessible via the HSBC website, making it a truly end-to-end online journey.

Pete Dockar, Head of Mortgages at HSBC, said: 'Our customers want to make more financial decisions online, and we feel there is no reason that mortgages should be an exception.'

'The new online capability makes it even easier for a customer to apply for an HSBC mortgage. It's simple and flexible, providing our on-line mortgage customers with a paperless, hassle-free way of effectively remortgaging in less time. Customers though can still seek advice at any time during the application process by meeting with a Mortgage or Protection Manager.'

For more information

- ENDS -

Notes to Editors

HSBC mortgages are only available directly from HSBC - they are not available from brokers or any other intermediaries.

* Fee-free means: No booking fee, no standard valuation fee, no completion fee.

HSBC will cover the cost of one standard valuation where this is required by HSBC as part of the mortgage application. Additionally, where it is a straight forward transfer from another lender, HSBC also pays the standard legal costs.

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HSBC in the UK

HSBC serves 16.1 million customers in the UK and employs approximately 50,000 people. The bank 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.

HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 6,900 offices in over 80 countries and territories in Europe, the Asia-Pacific region, North and Latin America, and the Middle East and North Africa. With assets of US\$2,721bn at 30 September 2012, the HSBC Group is one of the world's largest banking and financial services organisations.