

Monday 24th March 2014: For immediate release

CASH ISAS AVAILABLE FROM HSBC'S MOBILE APP IN TIME FOR END OF TAX YEAR

HSBC customers can now open a [Loyalty Cash ISA](#) on the go via their HSBC mobile banking app, which rewards customers with a loyalty rate when they pay at least £1 into the ISA each year (currently between 1.4% and 1.6% AER variable depending on the current account they hold).

It is the first time the bank has offered an account opening service to mobile banking app users. Customers will be able to apply quickly and easily, transferring money into their ISA as soon as it is open. The application form will be pre-filled with their personal information, and it takes just three clicks to open the account and transfer funds in, all of which happens in real time. All existing app users will receive this feature through an automatic update.

Carl Howard, UK Head of Digital at HSBC said:

“As the end of the tax year approaches, we’re offering customers a quick and easy way to make the most of their savings. Our mobile banking customers are now logging onto HSBC mobile apps nearly twenty million times each month, and we continue to update the apps with new features so that they can bank with us whenever and wherever they are.”

The current tax year ends on Saturday 5th April 2014. Customers can find out more about the [loyalty cash ISA](#) and HSBC’s [mobile banking app](#) at www.hsbc.co.uk

- Ends -

For further information please contact the HSBC press office:

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HSBC Bank plc

HSBC serves 16.1 million customers in the UK and employs approximately 47,000 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 6,300 offices in 75 countries and territories in Europe, Hong Kong, Rest of Asia-Pacific, North and Latin America, and the

Middle East and North Africa. With assets of US\$2,671bn at 31 December 2013, the HSBC Group is one of the world's largest banking and financial services organisations.

