

2nd April: for immediate release

PAYMENTS MADE ON HSBC'S MOBILE BANKING APP TO REACH £2BN AS PAYM REGISTRATION OPENS

- **App sees almost one million log-ons each week**

HSBC customers can now register to use [Paym](#) when it launches on 29 April. The service is a new secure way for consumers to send and receive payments using just a mobile number. It will be available on HSBC's [mobile banking app](#), and by registering now, customers can send and receive their first payment on 29th April. All app users will receive an automatic update with the new service. HSBC customers who register for the service will be entered into a prize draw to win an HTC One Mini smartphone every day throughout April.

HSBC's app now sees nearly one million log-ons each week since its launch in August 2013. Earlier this year, the bank confirmed it will participate in [Zapp](#), which will allow customers to pay for goods and services in shops or online using their mobile banking app. In 2013 HSBC was named the 'most engaged bank on social media' according to research by IMGGroup. The report found that HSBC responds to 85% of queries and averages a response time of just thirty minutes on Twitter.

Carl Howard, HSBC UK Head of Digital said:

"Customer demand for mobile banking services is growing. People want to do their banking with us when it suits them, whether it's at home, work, or if they're out and about. We've just added a range of new features for our mobile banking app and customers will be able to use Paym when it launches. We welcome this new initiative, which will make paying friends or family even easier."

-Ends-

Notes to editors:

Images of the HSBC Paym service available here:

http://www.flickr.com/photos/hsbc_uk_press/sets/72157642641125204/

Images of the HSBC Paym registration steps available here:

https://www.flickr.com/photos/hsbc_uk_press/sets/72157642998603473/

HSBC mobile banking app user case studies available on request

For more information, please contact the HSBC Press office:

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For the latest updates, visit the **UK Press Office social media newsroom**:

<http://www.hsbc.co.uk/newsroom>

http://twitter.com/hsbc_uk_press

HSBC Bank plc

HSBC serves 16.1 million customers in the UK and employs approximately 43,500 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.