

For immediate release

HSBC Advance customers get £10 a month plus 1.5% interest when they save in their Loyalty Cash ISA

- *Save Together offers HSBC Advance customers up to £120 over 12 months*

From 1 March HSBC launches Save Together. HSBC Advance customers who pay in at least £25 a month into a [Loyalty Cash ISA](#) will receive an extra £10 a month for 12 months, on top of 1.5% AER interest. Customers who prefer to pay a lump sum can deposit a minimum of £300 and still receive an extra £10 a month.

Payments can include transfers in from another ISA. The payments of £10 will be made as additional interest payments and do not contribute towards customers' annual ISA allowance.

Bruno Genovese, Head of Advance, HSBC:

"Our customers have told us they want a helping hand to get into the savings habit, so we're making it as easy as possible for them to get started. After twelve months of saving even the minimum amount of £25 a month or paying a lump sum of £300, customers can earn an extra £120, on top of 1.5% interest."

Table: Example scenarios

Amount customer pays in	Interest earned @ 1.5% AER tax free	HSBC Save Together payment	Total after 12 months
£25 per month over a 12 month period	£2.45	£120	£422.45
£300 lump sum maintained over a 12 month period	£4.53	£120	£424.53
£15,000 (maximum ISA contribution 1 July 2014 – 5 April 2015) maintained over a 12 month period	£226.55	£120	£15,346.55
£15,240 (maximum ISA contribution 6 April 2015 – 5 April 2016) maintained over a 12 month period	£230.18	£120	£15,590.18

HSBC Loyalty Cash ISA

Save Together is only available with our Loyalty Cash ISA, which offers customers HSBC's best possible on sale ISA rate (currently 1.4% - 1.6% AER variable depending on type of current account held) for 12 months each time they top up their account. Top ups of one pound or more secure the loyalty interest rate for a further 12 months and earn interest tax free on the customer's entire cash ISA balance.

HSBC Advance

HSBC's [Advance](#) bank account has no monthly fee and offers customers preferential rates and offers on savings, mortgages, loans and overdrafts. Customers receive a £500 daily cash withdrawal limit and worldwide cash withdrawals with no non-sterling cash fee. Customers must pay in at least £1750 per month to be eligible.

-Ends-

Notes to editors

Further information:

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The Save Together offer is a benefit of the HSBC Advance Bank Account. To be eligible for our Save Together offer customers must be an HSBC Advance customer (and remain so for the full term of the offer), hold an HSBC Loyalty Cash ISA (for the full term of the offer) and meet eligible payment requirements.

If customers are eligible, the Save Together offer will be activated automatically as soon as they make either a payment of £25 or more or a lump sum payment of £300 or more. HSBC will make additional interest payments for a maximum period of 12 months from the date of the customer's first eligible payment or lump sum payment of £300 or more, whichever is earlier. HSBC's additional interest payments will not exceed £120 in total.

The Save Together offer is only available once.

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HSBC Bank plc

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The HSBC Group

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from over 6,200 offices in over 74 countries and territories in Asia, Europe, North and Latin America, and the Middle East and North Africa. With assets of US\$2,729bn at 30 September 2014, HSBC is one of the world's largest banking and financial services organisations.