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## **HSBC UK REFRESHES ITS PREMIUM OFFERING TO GIVE GREATER FLEXIBILITY FOR CUSTOMERS AND THEIR FAMILIES**

- *Eligibility criteria is reduced with no fee and complimentary travel insurance*
- *Preferential terms on selected mortgage products*
- *Children and grandchildren can take advantage of the Premier mortgage service*
- *New 'Save to Grow' offer supports children to build a savings habit from 7 years of age*

It's 10 years since we opened up the world with our Premier International service. Now we have updated the service to focus on what matters most to our customers – their families. HSBC UK research shows, unsurprisingly, family is a huge part of our lives and a source of great happiness with nearly three-quarters (74%) of people saying that their family's health and wellbeing is the single most important thing to them.

In light of these findings and to enable HSBC UK to make our services more accessible to more customers the criteria of the Premier service has been reduced to an individual annual income of at least £75k, reduced from £100k, for no monthly account fee\*. All customers up to the age of 70 also receive complimentary worldwide travel insurance, covering their partners and any dependent children under the age of 18, or under 23 if they are still in full time education.

The family home is the most significant purchase most customers make. So to help make that dream home more affordable, we are introducing special Premier terms on selected mortgages. What's more these terms are available to our customers' children or grand-children to help get them on to the property ladder.

As almost half of us (48%) feel our children are likely to be worse off than we are, we've introduced Save to Grow to help instill that important savings habit. Save to Grow rewards children for saving, providing £10 if their savings grow by £50 or more by December 2018. Premier MyMoney gives children the opportunity to manage their own money, with their parent's guidance, with a savings account from 7 years and a current account and contactless debit card from age 11.

53% of people say they'd pay for their children's education over their own retirement fund, that's why we offer Family Financial Planning to help parents balance these conflicting needs and to help them plan for their family's future financial security.

These changes will help to support our customers and their families through their full and inevitably challenging lives, as well as giving greater flexibility to our customers when they need it most.

### **Michelle Andrews, Head of Premier at HSBC UK said:**

"In a world where our customers' lives are full of more responsibilities and more choices than ever before, HSBC UK wanted to ensure its Premier banking offer could help them and their families with the challenges life can throw their way. They want their bank to be flexible and help them when they need it, particularly during key moments in their lives like buying a home, or supporting their children to save for the future. We want to make it easier for people to support their families, be it their children or their parents, and give them the flexibility they need with their money to help them thrive."

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

**Note to editors:**

\*Premier's services are subject to terms and conditions. Financial and other eligibility criteria apply.

Eligibility requirements

- HSBC Premier is available to you, if you pay your annual income into your HSBC Premier Bank Account and have either:
  1. savings or investments of at least £50,000 with HSBC in the UK; or
  2. an individual annual income of at least £75,000 and one of the following products with HSBC in the UK: a mortgage, investment, life insurance or protection product.
  3. Or if you've already qualified for HSBC Premier in another country
- There is no monthly account fee and customers receive complimentary travel insurance

Benefits include:

- New lower entry income of £75k (from £100k) to allow customers benefit from the relationship management and advice service Premier provides
- No monthly account fee and complementary travel insurance for those under 70
- Save to Grow offer allows the children of Premier customers aged between 7 and 17 to earn £10 if they can increase the balance on their Premier MySavings account by £50 by 2 December 2018.
- Refreshed and enhanced Premier Mortgage service with benefits including preferential terms on selected products
- Children and Grandchildren of Premier customers entitled to the same mortgage benefits
- Improved credit card offering, including the ability to apply online and back book contactless card replacement for active Premier Mastercards
- Our best rates on savings; credit card, overdraft, personal loans, selected mortgages.

The Power of Protection

- The Power of Protection is an independent consumer research study into global protection needs and trends, commissioned by HSBC. This report, *Facing the future*, is the third in the series and represents the views of 13,122 people in 13 countries and territories: Argentina, China, France, Hong Kong, India, Indonesia, Malaysia, Mexico, Singapore, Taiwan, UAE, UK and USA.
- The findings in this UK report are based on a nationally representative survey of 1,000 people aged 25 and over, and was conducted by Kantar TNS between March and May 2017.
- Since The Power of Protection study began in 2016, more than 30,000 people have been surveyed worldwide.

**HSBC UK**

HSBC UK serves around 14.5 million customers in the UK and employs approximately 32,000 people. HSBC UK 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 large corporates. 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 3,900 offices in 67 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,522bn at 31 December 2017, HSBC is one of the world's largest banking and financial services organisations.