

2 January 2019

HSBC UK NEW YEAR OFFERS TO HELP CUSTOMERS THRIVE

HSBC UK is introducing a number of offers to help customers thrive in the New Year, including new offers on current accounts and credit cards, the bank announced today.

From the 2nd January until further notice, new customers¹ will have the choice of three offers when switching their current account to HSBC using the Current Account Switch Service ([CASS](#)):

- The [HSBC Premier Bank Account](#)² Luxury Stay offer which, in addition to a choice of 50 luxury hotels and linked experiences, now offers the choice of a Family Getaway at a range of Merlin hotels, including Alton Towers, Thorpe Park and Legoland. This package is valued at £330³ on average.
- The [HSBC Advance Bank Account](#)⁴ offer of £150 in cash paid into the opened account within 30 days of switching. In addition, the account offers preferential rates, exclusive offers and more.
- The [HSBC Bank Account](#) offer of £75 in cash paid into the opened account within 30 days of switching. To be eligible for this everyday account, customers need to pay in a minimum £500 per month (or £3000 over 6 months).

In addition to the current account offers there are new offers on the following HSBC UK credit cards from 4th January until 2nd March 2019:

- [HSBC Balance Transfer Card](#), [HSBC Advance Card](#) and [HSBC Classic Credit Card](#) provide £25 cashback when new cardholders either spend or make a balance transfer of a minimum of £300 within 60 days of the opening date (subject to availability).
- [HSBC Premier Credit Card](#)⁵ new cardholders will get 10,000 bonus reward points when they either use their card for purchases or complete a balance transfer to the value of at least £1,000 within 30 days of the opening date.

There is also 0% interest on balance transfers for 18 months⁶ and 0% interest on purchases for 9 months⁷ on the Premier, Balance Transfer and Advance cards.

Tracie Pearce, HSBC UK's head of retail said: "While people are soul-searching and looking at how they can make 2019 better than 2018, they would do well to take a look at their finances. If they have had the same current account for a while it might be worth their while spending a short amount of time switching and taking advantage of one of our offers.

"A new credit card and balance transfer might also work for those with existing credit card debt, so debt could not only be more affordable, but credit cards also provide additional protection should there be an issue with the delivery or quality of an item."

Media enquiries to:

Hannah Langston – 07384 792 248 / hannah.langston@hsbc.com

Steve Gracey – 020 7991 4118 / steve.gracey@hsbc.com

Twitter: @HSBC_UK

Notes to editors:

1) To be eligible for a switching offer, applicants must not have held an HSBC current account of any type since 1 January 2016, who apply and start a full switch using CASS including a minimum of two Direct Debits and/or Standing Orders, within 30 days of the date of the account being opened.

2) HSBC Premier is available to customers who are 18 or older, pay their annual income into their HSBC Premier Bank Account and either:

- have savings or investments of at least GBP50,000 with HSBC in the UK;
- or have an individual annual income of at least GBP75,000 and one of the following products with HSBC in the UK: a mortgage; an investment, life insurance or protection product;
- or, qualify for HSBC Premier in another country.

3) £330 is the average cost of the stay available. Average price calculation taken from stays available in the selected hotels within this offer during dates 19 January 2019 and 17 August 2019. Terms and conditions apply.

4) HSBC UK Advance Bank Account customers must pay in at least £1,750 per month (or £10,500 over 6 months).

5) Premier Credit Card is only available to HSBC UK Premier customers.

6) The rate for balance transfers is 0% for 18 months, where the transfer is made within 60 days of account opening. A 1.4% balance transfer fee applies to each balance transferred (minimum £5).

7) At the end of the promotional period, Balance Transfer and Purchases will revert to the standard variable rate.

HSBC UK

HSBC UK serves around 14.5 million customers across the UK, supported by 32,000 colleagues. HSBC UK offers a complete range of retail banking and wealth management to personal and private banking customers, as well as commercial banking for small to medium businesses and large corporates. HSBC UK 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 3,800 offices in 66

countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,603bn at 30 September 2018, HSBC is one of the world's largest banking and financial services organisations.

ends/all