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## **HSBC VIETNAM DEBIT CARD THE PERFECT COMPANION FOR ON-THE-GO CONSUMERS**

HSBC Bank (Vietnam) Ltd. (HSBC Vietnam) continues to improve the customer experience with new functionality of its international debit card that will offer greater convenience than ever before with instant SMS alerts for each successful transaction.

Furthermore, with a number of enticing promotions for online purchases, the HSBC debit card is the perfect companion for today's consumer looking to book a hotel, purchase cinema tickets, and shop online while on the move.

During the period from 1 September to 31 October 2016, all cardholders will be able to avail of a series of amazing promotions when using their HSBC debit card to book a hotel with Agoda, shop at Lazada or Tiki, and hail a cab with Grab.

"In this day and age, our customers are ultra mobile, making purchases online wherever they are, with a laptop or a smartphone," said Sabbir Ahmed, Head of Retail Banking and Wealth Management. "Our debit card offers great convenience for our customers with an instant confirmation delivered straight to their phone so they can monitor their spending while enjoying a range of amazing promotions for shopping, travel and leisure activities that are ideal for today's on-the-go consumers."

Until 31 October 2016, cardholders will receive 20% off when shopping online at Lazada (for orders from VND 300,000 with a maximum discount of VND 200,000 per order and applicable for the first 400 orders each week) and Tiki (for orders from VND 200,000 with maximum discount of VND100,000 per order and applicable for the first 300 orders each week).

When it comes to hotel booking, cardholders will also enjoy up to 8% off at Agoda, the world's leading hotel booking website. But even if they are just travelling across town, cardholders can benefit from two free Grab rides with GrabPay. Furthermore, until 20 November, at all CGV Cinemas, customers can enjoy a special "buy 3, get 4" promotion for 2D films when purchasing tickets online.

"HSBC is proud of our leading position for card payments in Vietnam. We earned top honours from Visa for Leadership in Payment Volume for five consecutive years from 2011 - 2015. We have achieved that by continually striving to improve the overall

customer experience. This promotion is further evidence of HSBC's commitment to putting the customer first," said Sabbir Ahmed.

HSBC was one of the first banks launching an international debit card in Vietnam. HSBC's Debit Card and Premier Platinum Debit Card are widely accepted at over 30 million merchant outlets worldwide and 170,000 merchants in Vietnam. Cardholders can visit the HSBC website for further information: <http://www.hsbc.com.vn/1/2/home>

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**Notes to Editors:**

**HSBC Vietnam**

HSBC has been in Vietnam for more than 140 years – the bank first opened an office in Saigon (now Ho Chi Minh City) in 1870. HSBC was the first foreign bank to launch its locally incorporated entity on 1 January 2009 as HSBC Bank (Vietnam) Ltd. The bank's current network includes two branches and five transaction offices in Ho Chi Minh City, one branch and four transaction offices in Hanoi, and three full-service branches in Binh Duong, Can Tho, and Da Nang. HSBC is one of the largest foreign banks in the country in terms of investment capital, network, product range, staff and customer base.

**The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves around 46 million customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from over 4,400 offices in 71 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,608bn at 30 June 2016, HSBC is one of the world's largest banking and financial services organisations.

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