

08 March 2017

CELEBRATE THE JOYS OF SPRING WITH HSBC'S LATEST CREDIT CARD ACQUISITION CAMPAIGN

- *Platinum cardholders can win a '5 day, 4 night' luxury cruise to Singapore, Malaysia and Thailand valued at VND50 million*
- *Gold/ Classic cardholders will have a chance to win an Action Camera*

HSBC Bank (Vietnam) Ltd.'s latest credit card campaign will put a spring in the step of both new and existing customers with a host of promotions on offer and incredible prizes up for grabs.

During the promotion period (8 March 2017 to 30 June 2017) all new and existing Platinum cardholders with an approval code¹ of "888" on a sales slip valued at VND500,000 and above will have an opportunity to win the fabulous holiday - a '5 day, 4 night' vacation for two persons on a 5-star cruise to Singapore, Malaysia and Thailand. The trip is valued at VND50 million (covering entertainment, restaurant and accommodation). There are a total of 16 prizes to be won during the campaign.

New Platinum cardholders will also enjoy cash-back of VND2 million when spending a minimum of VND2 million within 30 days of the card being issued.

Meanwhile, new Gold/ Classic cardholders can receive cash-back of VND1 million for a minimum spend of VND1 million within 30 days of the card being issued. Instead of cash-back, those customers can choose an 'Action Camera' — the perfect device for them heading off on an adventure this summer.

Through March, all HSBC credit cardholders will receive up to six time normal reward points and discounts of up to VND250,000 when purchasing items from selected e-commerce sites. Furthermore, until September 30, 2017, all credit cardholders will receive '1 free 2D ticket' when purchasing three tickets online at CGV Cinemas.

"At HSBC, we never stop actively updating our products so our customers can enjoy the contemporary lifestyle they desire. This spring, your HSBC credit card will be the perfect companion for shopping, entertainment, travel and leisure," said Sabbir Ahmed, Head of Retail Banking and Wealth Management, HSBC Vietnam.

Recently the HSBC group updated the look of all credit and debit cards issued to customers worldwide. Customers in Vietnam would receive the new design soon. "The

¹ Approval code can be found on sales slip

new design features the HSBC lions – iconic symbols of the bank for almost a century – which represent both prosperity and protection, serving as a daily reminder of the bank’s promise to support customers in achieving their ambitions,” added Sabbir Ahmed.

HSBC Vietnam has been recognised as Leadership in Credit Card Payment Volume for eight years in a row (2009 – 2016) by Visa International. The bank also earned an award for Best Credit Card Product in Vietnam in 2016 from The Asian Banker.

For more information about the promotion please refer to

<http://www.hsbc.com.vn/1/2/home>

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About HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 4,000 offices in 70 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,375bn at 31 December 2016, HSBC is one of the world’s largest banking and financial services organisations.

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.

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