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HSBC transforms capital markets fundraising experience with new 'MyDeal' app

- Developed by HSBC, MyDeal contains all the information relating to a client's capital markets transaction, updated in real time
- MyDeal has been used successfully across more than 30 transactions globally (debt and equity), raising over USD25bn in the first seven months
- The app is available to HSBC's capital markets bankers globally with external roll-out to clients in H2 2018

LONDON – HSBC has transformed the experience of raising capital from global capital markets by creating an innovative app, which we think is the first of its kind. The new platform, MyDeal, aggregates all of the information our bankers and senior executives need during investor roadshows – including investor feedback and profiles, client orders and deal pricing.

It also centralises real-time updates on roadshow logistics – from meeting and investor details, to flight delays and contact information – giving companies undertaking debt or equity transactions a wealth of information at the touch of a button.

“Raising capital through capital markets can be a nerve-wracking and complex process,” says Niall Cameron, Global Head of Corporate and Institutional Digital at HSBC. “Executives don't have time for admin while they're rushing between meetings; they need to focus on promoting their deal.”

“MyDeal radically simplifies some of the most time-consuming and stressful parts of the process. It gives you real-time access to all aspects of your deal – all available in one place.”

The platform, which HSBC's bankers can access on a tablet or desktop, uses application programming interface (API) technology to centralise data from multiple channels and presents it using custom-made graphs and visuals. This means HSBC can give clients controlled access to information about their live deal – plus their previous deals – saving hours of research and making the roadshow process far more efficient.

MyDeal has been an immediate success for HSBC. In the first seven months since its internal launch in November 2017, HSBC bankers used the app with more than 30 client deals, worth over USD25bn. Deals include investment grade bonds, high-yield bonds and equity. HSBC plans to release the app through the app store for clients to use directly later this year.

A digital 'game-changer'

HSBC's deal team used the platform to advise the pharmaceutical company Teva on its USD4.5 billion multi-tranche, multi-currency bond deal. Teva provides medicines to 200 million people around the world every day and describes itself as the 'world's largest medicine cabinet'.

"The difference that MyDeal made in our offering was significant," said Mike McClellan, Teva's Chief Financial Officer. "It has given us a very simple solution to a complex and often frustrating set of processes. The HSBC team's ability to access this information on the transaction allowed me and my colleagues to focus our time and energy on what mattered most during the origination period."

"Having everything in one place on a tablet made every day of the deal easier – to be honest, it's a real game-changer. Would it make us more likely to do business again with HSBC? Definitely."

Jean-Marc Mercier, Global Co-Head of Debt Capital Markets at HSBC, says the app highlights how banks can use technology to deliver "a level of service and support that is second to none".

"Capital markets processes have been plagued with mountains of paperwork for years. By moving this data to a digital channel, HSBC is saving valuable time for our clients," he says.

Adrian Lewis, Head of Equity Capital Markets, EMEA, at HSBC, added: "HSBC's MyDeal is bringing the capital markets into the 21st century, with significant efficiency gains for our clients and our bankers, which will result in better and faster decision-making".

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About HSBC

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\$2,607bn at 30 June 2018, HSBC is one of the world's largest banking and financial services organisations.

About Teva

Teva Pharmaceutical Industries Limited (NYSE and TASE: TEVA) is a leading global pharmaceutical company that delivers high-quality, patient-centric healthcare solutions used by millions of patients every day. Headquartered in Israel, Teva is the world's largest generic medicines producer, leveraging its portfolio of more than 1,800 molecules to produce a wide range of generic products in nearly every therapeutic area. In specialty medicines, Teva has a world-leading position in innovative treatments for disorders of the central nervous system, including pain, as well as a strong portfolio of respiratory products. Teva integrates its generics and specialty capabilities in its global research and development division to create new ways of addressing unmet patient needs by combining drug development capabilities with devices, services and technologies. Teva's net revenues in 2017 were \$22.4 billion.