

**16 August 2018**

## **EMBRACE CASHLESS PAYMENTS WITH HSBC CASH-BACK CREDIT CARD**

- *The bank strengthens its credit card proposition with new product that will encourage cardholders to 'spend daily for monthly savings'*
- *Host of prizes, including 10 QLED UHD 4K Samsung Smart TVs, up for grabs during promotion period*

HSBC Bank (Vietnam) Ltd. (HSBC Vietnam) has launched a new credit card specifically developed for the Vietnamese market, highlighting the bank's awareness of local customers' contemporary needs.

Essentially, the new HSBC Cash-Back Credit Card will encourage cardholders in Vietnam to use this mode of payment more often by offering a myriad of life friendly benefits.

"HSBC Vietnam has taken into consideration Vietnamese credit cardholders' preferences which is why we have launched this exciting new product for the local market. Vietnamese customers wish to receive benefits from every single purchase. By spending on a regular or daily basis with our HSBC Cash-Back Credit Card, they will enjoy monthly savings, and there's some incredible prizes to be won along the way," said Sabbir Ahmed, Country Head of Retail Banking and Wealth Management, HSBC Vietnam.

With the new credit card, customers will enjoy a cash-back ratio of up to 8% of what they spend at grocery stores and supermarkets with a maximum value of VND200,000 per month. The value is unlimited, equivalent to 1% of spend on insurance and education, and 0.5% of other spend.

"It's super easy and convenient to use your card and receive your cash-back. Every month, the cash back amount will simply be automatically credited onto your HSBC Cash-Back Credit Card, on the first working day following the day when your credit card statement is issued," said Sabbir Ahmed.

This cash-back scheme, incidentally, is among the most competitive in the market, underscoring HSBC's efforts to sway customers into making non-cash payments on a daily basis. "We're very proud to continue assisting Vietnam in its transition to becoming a cashless society, which means greater convenience, security and transparency, both for consumers and merchants. It's very much a win-win situation and we're delighted to play an active role on this transformative journey to the future," added Sabbir Ahmed.

The promotion period for the new credit card runs from 15 August 2018 to 31 December 2018, and applies to all customers with a HSBC Visa Platinum Credit Card, HSBC Visa Cash Back Credit Card or HSBC Visa Classic Credit Card.

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Each month, the two credit cardholders with the highest number of transactions during the month will each have a chance to win a QLED UHD 4K Samsung Smart TV valued at VND50 million. In total, 10 Samsung Smart TV will be awarded as prizes over the promotion period.

Furthermore, there will be VND2 million cash-back for new Platinum cardholders with a total accumulative spend of at least VND5 million within 60 days of the card's issuance date, and VND1 million cash back for new Cash Back or Classic cardholder with a total accumulative spend of at least VND3 million within 60 days of the card issuance date.

This new credit card product further strengthens HSBC's proposition in Vietnam and reputation as the best foreign bank in Vietnam for 12 years, recognised by FinanceAsia. The bank was also recognised by Visa International for its "Leadership in credit card payment volume" in Vietnam for the seventh year running.

For more information, kindly refer to the website: <https://card.apply.hsbc.com.vn/promotion-apply-credit-card/en>

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**Note to editors:**

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

**HSBC Bank (Vietnam) Ltd.**

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 two full-service branches in Binh Duong and Da Nang. HSBC is one of the largest foreign banks in the country in terms of investment capital, product range, and customer base.

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