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HSBC Vietnam launches major card acquisition campaign so customers can seize the day through 2019

Every day, from 2 January to 30 June 2019, 'Big Start 1' will give new HSBC credit card owners enticing cash-back as well as a range of attractive offers on shopping, travel and dining out.

HSBC has partnered with major e-commerce merchants to offer customers most attractive deals based on detailed analysis of consumer behavior.

(Ho Chi Minh City)— To kick-start 2019, HSBC Bank (Vietnam) Ltd - (HSBC Vietnam) has put its best foot forward with '**Big Start 1**', a major card acquisition campaign that will encourage customers to embrace the moment with daily offers.

"Along with our new motto 'Go with it', in this new campaign we wish to encourage our customers to make the most of life's near infinite opportunities so we can thrive together" says Sabbir Ahmed – Head of Retail Banking and Wealth Management of HSBC Vietnam. "This exciting promotion reminds us to be in the moment and seize the day – don't hesitate to take a chance and live your life to the fullest."

From 2 January until 30 June 2019, customers signing up for a new Visa Cash Back or Classic credit card can avail of attractive cash-back options valued at VND1 million when spending at least VND3 million within 60 days of the card issuance date. New Visa Platinum cardholders with a total spend of at least VND5 million within 60 days of the card issuance date can enjoy cash-back valued at VND2 million during this period.

All HSBC Visa credit card holders can also make the most of a host of other daily benefits, all based on detailed analysis of what customers are seeking in this day and age.

"We assemble a vast amount of knowledge from quantitative insights to data about our customers' most up-to-date behaviors. This allows us to paint the most accurate picture of what they want and need in the here and now, and crucially, to understand when and how to best deliver these experiences to them," says Sabbir Ahmed. "In that sense, **Big Start 1** is an exhibition of tailor-made promotions and benefits, all carefully curated for our customers so they can enhance their life experience with a HSBC credit card."

These attractive offers are based on our observation of seasonal trends across the credit card industry. For example, we recognized our cardholders prefer to use credit cards for online shopping and online travel purchases. For that reason, HSBC Vietnam has partnered with two major e-commerce merchants of travel and online shopping – **Traveloka** and **Lazada** - so we can provide daily offers of travel and shopping for customers to live life the fullest.

With **Traveloka**, HSBC credit cardholders can enjoy daily discounts on hotel booking and flight booking transactions. In particular, from Monday to Thursday, customers can enjoy discount of 5% on hotels (maximum VND200,000 with a minimum bill value of VND500,000) and 9% discount on flights (maximum discount of VND140,000 with a minimum bill value of VND1 million).

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On weekends (Friday to Sunday) the deals only get better with 8% discount on hotels (discount of VND100,000 for minimum bill value of VND1.2 million) and discounts of 5% on hotel and flight packages (maximum VND400,000 with a minimum bill value of VND2.5 million)

HSBC credit cardholders can enjoy discounts up to VND200,000 on all **Lazada**'s daily offers. On weekdays (Monday to Thursday) customers can enjoy discounts of VND100,000 for bill value from VND800,000. On weekends (Friday to Sunday) discounts of VND200,000 for bills valued from VND1.2 million are applied.

There are also year-round usage offers for all existing and new credit card holders, especially via **Happy Weekend** and **HSBC home&Away Privileges Programme**.

With **Happy Weekend**, customers can use HSBC credit card every Friday to Sunday to enjoy a host of great offers up to 50% discount on dining, entertainment, shopping, travelling, spa and e-commerce and more.

HSBC cardholders can also enjoy the fabulous **home&Away Privileges Programme** with great year-round discounts up to 50% on dining, shopping, travelling at 1,500 outlets nationwide and over 19,000 offers in 160 countries and territories around the world.

There's also a highly enticing **HSBC's Card Instalment Plan** which cardholders can enjoy flexible payments with 0% interest at hundreds of participating merchant outlets nationwide, from fashion stores to education and medical centers without any fee. Furthermore, the Instalment Plan At Merchants of Your Choice of HSBC also provides customers the 0% installment plan with an opportunity to convert any bill from VND5 million with conversion fee from 1.99%.

With these comprehensive year-round benefits and amazing promotions during Big Start 1 campaign, HSBC Vietnam will enable its customers to 'Go with it' and thrive in 2019.

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Notes 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\$2,603bn at 30 September 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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