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HSBC Vietnam refreshes Premier proposition to meet customers' evolving needs in a changing world

(Ho Chi Minh City) – HSBC Vietnam has refreshed its Premier proposition to offer optimal support for the ever-evolving needs of target customers as well as their families. With this refreshed proposition, Premier customers can enjoy effortless banking in the here and now while moving through life, achieving all of their life goals, protecting their loved ones and enjoying a prosperous future.

Pramoth Rajendran, Head of Wealth and Personal Banking, HSBC Vietnam said: "It has been 10 years since HSBC Premier opened up a world of new international banking services for the affluent customers in Vietnam. Now we have enhanced the service to adapt to the evolving needs of our customers – ease of international connectivity and financial support for their families. We are developing products and solutions that will engage Premier customers and their families a lot more and help them meet their financial goals, here and abroad."

According to our research, Premier customers only feel truly thriving if those closest to them are also well-protected and able to achieve their own life goals.

Accordingly, Premier offers the ideal products and services to help customers plan ahead for their own retirement years, invest in the education of their children and protect the health of the whole family. They also receive the very best insights to facilitate wealth growth and legacy planning to ensure a seamless transition through each stage of their life's journey.

Mr. Rajendran added: "We have refreshed all of our services and products to not only help them thrive in the here and now but also plan ahead to protect their loved ones, achieve their own life goals while being fully prepared for any unanticipated moments in life."

It's noted that Premier customers today are globally-minded and embracing fast-moving, less traditional lifestyles, both personally and professionally. They need their bank to be flexible should there be any surprises. They also need to be able to perform all banking procedures and transactions no matter where they are in the world.

An International Mortgage Desk with dedicated case managers has been formed under HSBC International Banking Center to help customers apply for their mortgage loans remotely in major destinations including the US, Canada and Australia.

To support families plan for their children's overseas education, HSBC Premier has partnered with various professional education consultants to offer complimentary consultation and exclusive education seminars.

HSBC Premier has a dedicated team of Premier relationship managers and specialists who are vastly experienced in financial planning and retail banking products and can provide suitable solutions and advice for customers' day-to-day banking needs.

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Note to editors:

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,918bn at 31 March 2020, HSBC is one of the world's largest banking and financial services organisations.

HSBC Bank (Vietnam) Ltd.

HSBC has been in Vietnam for 150 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.

Some benefits of the refreshed Premier proposition:

- Customers joining HSBC Premier World MasterCard Credit Card between now to 30 September, 2020 can receive a Premier Notebook or Samsung Galaxy Fit when having total eligible purchase transactions from VND5 million.
- Customers can extend their Premier privileges to children (aged 18-28) so they can start learning how to manage their wealth and enjoy the same services and privileges both locally and overseas.
- Airport Lounge Services for HSBC Premier World MasterCard Credit Cardholders include free Lounge Key annual membership and one complimentary Airport Lounge visit valued up to US\$32 from now to 30 June 2021.
- 24/7 Concierge Services hotline providing free healthcare booking services for HSBC Premier World MasterCard Credit Card and HSBC Visa Platinum Credit Card at hospitals/clinics that partnered with HSBC.
- Existing HSBC Premier World MasterCard Credit Cardholder and HSBC Credit Card accounts which are valid and in good credit standing can get 15% discount on medical packages from top hospitals via Global Health and Travel platform.
- Existing HSBC Premier World MasterCard Credit Cardholder and HSBC Credit Card accounts which are valid and in good credit standing can enjoy 50% discount on an annual Forbes Vietnam magazine subscription and receive a discount code for a complimentary invitation to Forbes Vietnam's events.