

31 July 2024

## **HSBC Vietnam enhances HSBC Premier proposition, elevating affluent customers' lifestyles and banking experience**

(Ho Chi Minh City) – HSBC Bank (Vietnam) Ltd. (HSBC Vietnam) has announced significant enhancements to its Premier banking service, aiming at enriching the lifestyle and banking experiences of its affluent clientele. These improvements, which include a suite of upgraded features that promise to bring customers a new level of privilege and convenience, are based on insights gained from HSBC Vietnam's recent survey of high net-worth segment in Hanoi and Ho Chi Minh City.

According to the survey, the respondents' top life priorities include supporting their children's future (64%), investing in significant assets like homes (59%) and maintaining health and wellness (55%).

"Our recent survey results strongly support our strategy to continuously upgrade our offerings for affluent customers", said **Pramoth Rajendran, Head of Wealth and Personal Banking, HSBC Vietnam**, "In addition to current Premier benefits, we've focused on enhancing our service features that cater to our customers' lifestyle benefits, convenience for local as well as international banking, and financial planning."

HSBC Premier 2024 now provides an even more enhanced lifestyle through:

- **Elevate lifestyle:** more exclusive choices with HSBC credit cards, including travel-focused benefits through HSBC Premier MasterCard and HSBC TravelOne Credit Card; luxury airport services such as airport lounge access across the world, complimentary rides and Airport Fast Track services, travel insurance; complimentary green fees at golf clubs nationwide; and exclusive invites to HSBC Premier investment & lifestyle events.
- **Banking globally:** worldwide assistance, including Global Premier status, overseas emergency funds access, simplified overseas account opening, fee-free online international fund transfers, and competitive international tax consultancy from HSBC's network partners. Customers can also extend their Premier privileges to family members, invest in their children's global future with Premier NextGen accounts, and support their overseas studies ambition.
- **Future finance & wealth:** tailored financial advice from experienced Premier Relationship Managers and our distinguished Wealth Partners, such as VinaCapital and Dragon Capital to assist customers manage life's complexities and opportunities for growth through strategic wealth insights.
- **Premier daily banking:** Enhanced customer service with priority handling and preferential rates, ensuring efficient management of global finances.

"Vietnamese affluent segment is showing a strong growth, consistent with the anticipation of Vietnam witnessing one of the world's sharpest increases in the number of wealthy people in next decade, in terms of GDP per capita and number of dollar

millionaires<sup>1</sup>”, added **Pramoth Rajendran**, “The affluent customer segment continues to be one of key focuses for HSBC. We strive towards having a deep understanding of their needs to ensure that we have compelling Premier features and lifestyle partnership opportunities commensurate with their demands, in order to enhance our competitiveness in this exciting but competitive market.”

HSBC Vietnam has also recently been recognized as the “Priority Banking Initiative of the Year 2024” by Asian Banking & Finance. This award, once again, demonstrates HSBC’s commitment to excellence in serving affluent customers.

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**Notes to Editors:**

**HSBC Premier proposition 2024**

For more details of HSBC Premier proposition 2024, visit our website [here](#).

**HSBC Vietnam’s Affluent People Attitude survey**

The survey was conducted by Ipsos, the large and innovative international market research company, in Hanoi and Ho Chi Minh City in May 2024, with the participation of 300 subjects who are 35 to 60 years old. The respondents own over VND3 billion of total relationship balance with any bank or more than VND150 million of monthly net income, with international mindset\*. They can be HSBC Premier existing customers or multi-banked with HSBC as main bank, or they are using international banks’ Premier/priority services, or local banks’ Premier/priority services.

**HSBC Bank (Vietnam) Ltd.**

HSBC has been in Vietnam for over 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 four 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.

*\*International mindset: A respondent is considered to have international mindset if satisfying at least two out of criteria below.*

- *International connectivity needs (now or future): Second citizenship, Overseas education, Foreigner investments, Money international transfers*
- *International wealth management experience: Estate planning, Mutual Fund, Insurance, International property and mortgage*

*ends/all*

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<sup>1</sup> [Vietnam to see number of wealthy to rise rapidly in next 10 years: reports \(vietnamnet.vn\)](#)