



Equity Linked Investments (ELI)

The ELI with US listed securities underlyings is available in our award-winning platform with a first-in-the-market online pricer, available for investors who are in favor of the US equity market.

Now, you may tailor your own ELI product linked with US or Hong Kong equities simply by selecting “US stocks” or “HK stocks” under the “Build your own product” or “Take reference from existing products” section.

ELI is a structured product in which its return is linked to the performance of underlying equities. It may offer you potentially higher coupons, even when the market is volatile or stagnant.

On top of the periodic potential cash dividend, full capital invested will be repaid when the closing price of the worst performing asset at maturity is equivalent to or higher than the exercise price.

In case the closing price goes down below the exercise price at maturity, you will have to purchase the linked stock at the exercise price, which is usually lower than the initial spot price, so it gives you a discount to buy your preferred stock.

In worst case, the stock price can drop to 0 which means that the stock you receive can be worth nothing and you will lose the entire investment. Our knock-in (airbag) feature is here to cushion you from negative market conditions, reducing the chance of receiving the underlying stock.

With HSBC, you can select a maximum 4 of among over 250 Hong Kong and US-listed securities underlyings, with a variety of currencies and tenor to choose from. It’s now available for you to tailor your own products!

Let us dive deep into our platform and see how it works:

Our first-in-the-market feature — “Create your DCDC ELI product” allows you to customize your own product online if you find it hard to choose any on-shelf products. Just build your own product by selecting up to 4 underlyings and setting parameters of the investment tenor, coupon type etc. with the exercise price or cash dividend rate that you want to solve.

Alternatively, select one of the existing products and modify it according to your preference. You can reference the past performance of the underlyings to set the parameters. It gives you a reference of how the historical market trend hit your parameters set.

What’s more, the “Scenario Analysis” feature is incorporated for investors to view possible scenarios including the worst scenario of the specific product selected, illustrated with dynamic payout calculation. Detailed past performance of the underlying is also available for reference so that you can make decisions that meet your needs better.

Looking forward to a better investment experience investing in the Hong Kong or US equity linked products? Start exploring our award winning platform now!

Disclaimers

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