



16 September 2009

## **HSBC LAUNCHES COMMUNITY INITIATIVES TO PROMOTE BANKING FOR EVERYONE**

HSBC today launched a series of pioneering community banking initiatives to benefit the unemployed, the elderly and groups with special needs in Hong Kong.

Francesca McDonagh, Head of Personal Financial Services Hong Kong, said:

“Community banking is important because it helps local economies thrive. HSBC has been supporting the Hong Kong community for nearly 150 years and we continue to do so. We believe in banking for everyone. These initiatives underline our commitment to the community, including those people who are suffering in the current financial downturn.”

Leading the way in community banking, the initiatives are part of HSBC’s commitment to provide banking services and financial solutions to all groups within the local community. HSBC’s new banking services include:

- Community Caring Counters in all branches providing general banking services;
- Community Caring Ambassadors in HSBC’s top 20 high-traffic branches<sup>1</sup>; and
- Community Caring Corners in the top 20 high-traffic branches.

In addition, the Bank is offering a series of tailored financial solutions for unemployed individuals and those experiencing severe financial difficulties, demonstrating HSBC’s commitment to support its customers in challenging times. These include:

- a premium subsidy of HK\$10,000 towards selected children’s education insurance plans, for unemployed customers;
- a significant extension to the premium deferment period for selected life insurance plans from 365 days to 730 days for unemployed customers; and
- a debt restructuring service for customers experiencing severe financial difficulties.

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## **HSBC launches community initiatives to promote banking for everyone/2**

The new initiatives are part of the Bank's ongoing programme to further the well-being of all residents within Hong Kong. Over the past year, HSBC has launched a number of products and programmes targeting different members within the community: a tailored personal loan for low-income customers; an insurance plan with the lowest monthly premium on the market; a children's savings account with no minimum balance requirement; a monthly stock investment plan with a six-month brokerage fee waiver; and an ATM education programme to help all members of the community use the self-service banking machines.

### **Community Caring Counters**

The new counters are dedicated to providing banking services to the elderly, the disabled and those with special needs. Following the success of last year's pilot scheme, when HSBC opened priority counters for senior citizens in our top 21 high-traffic branches from 9am to 11am, the Bank is now extending this service to every regular branch across Hong Kong (except Premier Centres) and is lengthening its opening hours to the full business hours. Magnifying glasses are also available for elderly customers.

### **Community Caring Ambassadors**

From 16 September, 20 dedicated staff in HSBC's top 20 high-traffic branches will provide support to the elderly, the disabled and special needs customers with banking services and financial advice.

### **Community Caring Corners**

Appearing in HSBC's top 20 high traffic branches by the end of October, the corners contain interactive kiosks that display information relating to all community banking initiatives. The Community Caring Corners are for customers who are interested in HSBC's community banking services and solutions.

### **Premium subsidy for Children's Education Insurance**

A premium subsidy of HK\$10,000 towards select HSBC's Children's Education Insurance plans is available to unemployed customers. The subsidy settlement applies to premiums due for Target Protection Plus 18 and Lifestyle Education Protection Plus if the policyholder is unemployed for at least 30 consecutive days. The offer is available until 31 August 2010.

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## **HSBC launches community initiatives to promote banking for everyone/3**

### **Extension on deferred premiums for life insurance**

For policyholders who are unemployed for at least 30 consecutive days, HSBC is doubling the deferred premium payment period for select plans from 365 days to 730 days. The offer is available until 31 August 2010.

### **Debt restructuring**

Customers who are experiencing serious financial difficulties are encouraged to talk to one of HSBC's financial experts. The service provides debt counselling and restructuring assistance for customers who are experiencing genuine financial difficulties and need to revise their repayment plans.

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### **Notes to editors:**

#### **Footnote**

**1:** Community Caring Ambassadors will be available at Hong Kong Office Branch, Central branch, Des Voeux Road West branch, The Westwood Branch, Sun Hung Kai Centre Branch, Hopewell Centre Branch, Causeway Bay Branch, Aberdeen Centre Branch, North Point Branch, Mong Kok Branch, Un Chau Street Branch, Hung Hom Branch, To Kwa Wan Branch, City Landmark Branch, Tuen Shing Street Branch, Amoy Plaza Branch, Kwun Tong Branch, Citylink Plaza Branch, Yuen Long Branch and Tai Po Branch.

#### **The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding and a principal member of the HSBC Group which, with around 8,500 offices in 86 countries and territories and assets of US\$2,422 billion at 30 June 2009, is one of the world's largest banking and financial services organisations.

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