



Promotional Terms and Conditions of the Early Bird Offer – 10% p.a. cash reward for 2 months (the “Early Bird Offer”)

1. **Early Bird Registration Period:** 16 September 2020 to 30 September 2020 (both dates inclusive).
2. **Who can enjoy the promotion:** The Early Bird Offer is applicable to the first 10,000 customers who successfully submit ‘The Early Bird Registration Form’ via www.hsbc.com.hk/one within Early Bird Registration Period and are accountholders of a HSBC One Account (the “**Applicable Account**”) of The Hongkong and Shanghai Banking Corporation Limited in the Hong Kong Special Administrative Region (“**Hong Kong**”) (and its successors and assigns) (the “**Bank**” or “**HSBC**”) as of 31 January 2021 and fulfil all the following requirements (the “**Eligible Customers**”):
 - (a) be aged 18 or above when opening an Applicable Account;
 - (b) not a citizen/resident/tax payer resident of the United States of America (U.S.);
 - (c) must be a New HSBC Customer (as defined in Clause 5 below) who open an Applicable Account with the Bank as the sole accountholder or as the principal accountholder (if a joint account) through any branch of the Bank in Hong Kong or through HSBC HK App from 27 October 2020 to 31 January 2021 (both dates inclusive);
 - (d) registration information must match with the sole or principal accountholders (if a joint account) of the Applicable Account; and
 - (e) make initial deposit with new fund to the Applicable Account and maintain positive balance at the time of offer fulfilment.
3. **Who cannot enjoy the Promotion:**
 - (a) HSBC Premier and/or HSBC Advance and/or Personal Integrated Account (whether as sole accountholders or joint accountholders) from 27 January 2020 to 26 October 2020, both dates inclusive;
 - (b) Eligible Customers who terminate the Applicable Account or convert such Applicable Account to an Integrated Account – HSBC Premier before receiving the benefits of the Early Bird Offer; and
 - (c) Employees of the Bank.
4. **Bank’s Records:** The dates and amounts appearing in the Bank’s record will be conclusive as to the date on which an Applicable account was opened, terminated or converted and amount of balances/number of transactions carried out.
5. **Definitions: in this promotion,**

“**New HSBC Customer**” is an Eligible Customer who must NOT be a holder of any one of the following account/products at any time during the period from 16 August 2020 to the date when he/she opens an Applicable Account:

 - (a) sole or joint name account with the Bank (excluding holder of any personal primary or additional credit card issued by the Bank, MPF accounts and safe deposit lease accounts); or
 - (b) any insurance plans applied through the Bank (except Single Trip TravelSurance).

For the avoidance of doubt, any person who is only a holder of any personal primary or additional credit card issued by the Bank, MPF accounts of the Bank, safe deposit lease accounts of the Bank or insurance plan of Single Trip TravelSurance applied through the Bank will not be deemed as an existing HSBC customer for the purpose of this promotion.

“**Total Relationship Balance**” (“**TRB**”) includes:

 - Hong Kong dollar/Renminbi/foreign currency deposits
 - Market value of the following investments: Local and Overseas Securities, Unit Trusts, Bonds, Certificates of Deposit, Equity-linked Investments, Structured Notes, Monthly Investment Plan (Stocks/Unit Trusts) and Wayfoong Statement Gold
 - Deposit amounts of Deposit Plus and Structured Investment Deposits
 - Utilised lending facilities (excluding mortgages and amounts outstanding on credit cards)
 - Life insurance with savings or investment component*
 - HSBC MPF balances and HSBC ORSO Defined Contribution Scheme balances which are administered by The Hongkong and Shanghai Banking Corporation Limited.

* For life insurance with savings or investment component:

 - Investment-linked life insurance policies include the total cash value of the policies;

- Other life insurance policies include the total cash value of the policies OR total premium paid less any annuity payments received (if applicable), whichever is higher.

To determine the overall TRB of an Eligible Customer, the applicable TRB of all personal sole account(s) and joint account(s) (where the same Eligible Customer is the principal account holder) under the same name and identity document number of the Eligible Customer will be included in the calculation. All life insurance, MPF and ORSO Defined Contribution Scheme policies are held under personal sole account only, the account balances shall not be included in the TRB calculation in joint capacity. There may be a time lag before the value of certain investment transactions (i.e. Initial Public Offering subscriptions for Securities, Bonds, Open-end Funds and Certificates of Deposits) and life insurance policies will be included in the TRB due to the processing time required and therefore may affect the TRB in the Bank's record.

"Average Daily TRB" refers to the average daily total relationship balance in a full calendar month from the first day to the last day of the calendar month (both days inclusive).

6. Eligible Customer of the Early Bird Offer can get 10% p.a. cash reward on the first HKD50,000 Average Daily TRB of each month for designated 2 months. The Early Bird Offer is only applicable to the Average Daily TRB at HKD50,000 or below. The cash reward is calculated based on 10% per annum.
7. The Early Bird Offer is calculated based on the Average Daily TRB in **February 2021 and March 2021**. All related Average Daily TRB shall be based on the record of the Bank. Please refer to the formula below:

(Average Daily TRB in February 2021 x 10% x the number of calendar days in February 2021 / the number of calendar days in 2021) + (Average Daily TRB in March 2021 x 10% x the number of calendar days in March 2021 / the number of calendar days in 2021)

Example: An Eligible Customer of the Early Bird Offer opens a new Applicable Account in November 2020, and maintains HKD70,000 Average Daily TRB in February 2021 and HKD30,000 Average Daily TRB in March 2021. The calculation on the Early Bird Offer is shown as Table (1) below:

Table (1)

HSBC One account opening month: November 2020		
Average Daily TRB tier	Calculation method	Cash reward
First HKD50,000 [†] in February 2021	HKD50,000 [†] x 10% x 28 days / 365 days	HKD383.56 [‡]
Remaining HKD20,000 in February 2021	Not applicable	Not applicable
HKD30,000 [†] in March 2021	HKD30,000 [†] x 10% x 31 days / 365 days	HKD254.79 [‡]
Total reward amount		HKD638.35[‡]

[†] The Early Bird Offer is only applicable to the Average Daily TRB at HKD50,000 or below.

[‡] The cash reward is rounded up to 2 decimal places.

8. Table (1) in Clause 7 is for reference and illustration purposes only. It is subject to change from time to time and at the Bank's sole and absolute discretion.
9. Each Eligible Customer can only enjoy the Early Bird Offer once.
10. The 10,000 quota of the Early Bird Offer is available on first come, first served basis, while quota lasts.
11. Eligible Customer will receive cash rebate (the **"Cash Rebate"**) as the relevant reward under this promotion subject to these Promotional Terms and Conditions. Cash Rebate will be credited to the Eligible Customer's Applicable Account (sole account or the joint account for which the Eligible Customer is the principal account holder) on or before **31 July 2021** if the terms of the Early Bird Offer are met. If the Eligible Customer who terminate the Applicable Account or convert such Applicable Account before receiving the Early Bird Offer on or before 31 July 2021, Cash Rebate will be forfeited. For any enquiries about Cash Rebate entitlement, customers should contact the Bank on or before 31 January 2022.
12. Customer should be a permanent resident of Hong Kong SAR aged 18-65 and must NOT be a holder of any HSBC banking or investment accounts or credit cards (including supplementary credit cards) when opening an Applicable Account via the HSBC HK App.
13. Any registration that is found to be fraudulent will not be considered as eligible registration, and the related customer will not be rewarded.
14. **Other Promotions:** In the event that an Eligible Customer is also entitled to other prevailing promotional offers for or relating to the same product/service, the Bank reserves the right to provide only the offer of the highest value to the customer.

15. The Offers are provided subject to the prevailing legal and regulatory requirements.
16. No person other than the customer who enjoys any Offer in the promotion and the Bank will have any right under the Contracts (Rights of Third Parties) Ordinance to enforce or enjoy the benefit of any of the provisions of these Promotional Terms and Conditions.
17. In the event of a dispute, the decision of the Bank shall be final.
18. The Bank may change these Promotional Terms and Conditions and/or cancel any Offer at any time. The latest details of this promotion and the revised terms and conditions will be made available on our website and/or communicated to customers by other means as soon as practicable.
19. These Promotional Terms and Conditions are governed by and construed in accordance with the laws of Hong Kong.
20. If there is any discrepancy between the Chinese and English versions of these Promotional Terms and Conditions, the English version shall apply and prevail.