In this video, we'll guide you through how to use our enhanced Equity Linked Investments Online Platform. To start your investment journey, log on to HSBC Personal Internet Banking. Mouse over the "My Investment" tab at the top and click "Equity Linked Investments and Structured Notes".

No idea where to begin? Our guided journey feature is the best place to start! Check out the "Product list" where you'll find the "Need help on finding products" button at the top-right corner. Click on the button. Access the guided journey to narrow down the product list according to your selection criteria and sort out the product of your choice.

For advanced ELI investors, the filter function will help you look up preferred products easily. Hit the filter button at the top-left corner to open the filter panel. Here, you can search products that fit your needs by setting criteria, including but not limited to currency, tenor, cash dividend rate, features, and the specific underlying included.

If you can't find any on-shelf products that you are interested in, you can create your own product by clicking on "Create your DCDC ELI product". There're 2 ways to do so: 1) Build your own product, 2) Take reference from the existing products. Let's check out how you can build your own product first!

Click on "Build your own product", where you can select up to 4 underlyings and set parameters of your investment amount, tenor, coupon type, call price, knock-in price and quote with the exercise price or cash dividend rate.

The pricing information will be displayed on the underlying chart on the left with reference to their past performance. After setting the product parameters, you can click "Get Quote" to proceed.

Check your quote result. You can click on "Confirm and create product" or "Save" at the bottom-left corner to review your saved quote within same login session. Instead of building your own product from scratch, you can also take reference from our existing products. Select one of the existing products and modify it according to your preference to create your own product.

If you'd like to purchase one of the quotes you saved earlier, click on "Manage your saved quotes". Where you can view, edit or delete all your saved quotes within same login session. Once you've identified the product that you are interested in, you may look into the details and proceed to place an order. Click on the downward arrow at your selected product to expand the product information for more details. If you want to learn more about a specific term, mouse over the question mark for a brief explanation. Scroll down and you will see the "Underlying" section, which includes a performance chart detailing the past performances of your selected underlyings.

When you read through the product details and offering documents and decided to subscribe the product, click on "Invest now". The button will bring you to a new page. Fill in the details of your order, complete the Suitability Checking, and click on "Preview order".

Here comes the final step before your order is completed. Make sure to check if all the details are correct before you proceed. Read through and check the boxes under “Declarations”. Click on the “Confirm Order” button and you will see the confirmation. When the product is executed, you may check your holdings by clicking on “Portfolio” button at the top-left corner. Here you may download the term sheet and create similar product with reference to the existing parameters.

There is also a “Current status” section on the same page where you can check the trigger event status such as autocall and knock-in.

Go and experience the new Equity Linked Investments Online Platform and enjoy our enhanced structured products investment now!