

Terms and Conditions for 2023 HSBC Digital Academy Campaign

Campaign period

The promotional period for the 2023 HSBC Digital Academy Campaign (the “Campaign”) is from 29 Apr 2023 to 31 Dec 2023 (both dates inclusive) (the “Promotional Period”).

The Hongkong and Shanghai Banking Corporation Limited in the Hong Kong Special Administrative Region (“Hong Kong”) (and its successors and assigns (“HSBC” or the “Bank”)) reserves the right to change the Promotional Period at its discretion without prior notice. Please refer to the Bank website for more details.

Offer details

Offer – HSBC Digital Academy Welcome Offer

During the Promotional Period, if you are a New-to-HSBC HK App customer, join the HSBC Digital Academy at designated branches and complete the below action to receive the reward:

| Offer | Action | Reward |
|------------------------------------|--|--|
| HSBC Digital Academy Welcome Offer | Successfully download and log on to HSBC HK App during the HSBC Digital Academy Sessions | HKD50 supermarket physical coupon (actions are done at the dedicated branch) The expiry date applicable to each coupon will be printed on the coupon itself. Reward is limited and given out on a first come-first serve basis |

How to enjoy the offer

The Offer under this Campaign is exclusive to personal customers who are the sole or principal account holders of any HSBC accounts (the “Applicable Accounts”) (the “Customers”) and fulfill the following requirements (the “Eligible Customers”):

- a) Be aged 18 or above on or before 29 Apr 2023; and

b) Hold an HSBC account and are in good standing during the Promotional Period.

Read before you enjoy the offer

1. No registration is needed to enjoy the Offer.
2. Each individual Eligible Customer can only enjoy the Offer once during the Promotional Period and receive only one (1) Reward.
3. An Eligible Customer's personal information in the Bank's record must be valid and up-to-date during the Promotional Period and at the time of fulfilment in order to be entitled for the Reward.
4. The Bank has the sole and absolute discretion in determining a Customer's eligibility to receive the Offer. In the event of any dispute arising from the Campaign and/ or any Offer, the decision of the Bank shall be final and conclusive.
5. If the Bank discovers at any time, whether after or during the Promotional Period, that any Customer has submitted false or misleading information or failed to comply with these terms and conditions, the Bank is entitled to disqualify the Customer from participating in the Campaign and receiving the Offer. If a Customer is excluded, any Offer may be subsequently revoked and reclaimed.
6. The Bank reserves the right to change these terms and conditions and terminate the Campaign at any time without prior notice. Please refer to the Bank website for the Offer details. The Bank accepts no liability for any such change or termination.
7. The Reward cannot be exchanged for cash/ service, other products or discounts. The Offer is not transferable.
8. The Campaign is offered subject to the prevailing regulatory requirements. The Campaign is held within Hong Kong. These terms and conditions shall be governed by and construed in accordance with the laws of Hong Kong and each Eligible Customer submits to the exclusive jurisdiction of the courts of Hong Kong.
9. It is the Eligible Customer's responsibility to comply (at their own expense) with any laws requiring payment of any tax, duty, levy or similar impost in relation to the receiving of the Reward, and the Bank shall have NO responsibility in respect thereof.
10. In the event of any discrepancy or inconsistency between the English version and the Chinese version of the promotional materials and these terms and conditions, the English version shall prevail.

Last updated date : 1 April, 2023

Issued by The Hongkong and Shanghai Banking Corporation Limited