

24 January 2019

HSBC felicitates long standing Premier customers who have banked for generations

Honouring customers for their loyalty and trust, HSBC Premier Customers who have been banking with HSBC for many generations were recently felicitated at a special VIP red carpet event, held at the HSBC main office heritage building in Fort.

Customers who have continued to bank with HSBC Premier through the generations were given a warm welcome by Mark Prothero, CEO of HSBC Sri Lanka and Maldives together with the bank's senior management team and staff and Matthew K Lobner, HSBC Group General Manager and Head of International, Head of Planning & Strategy HSBC Asia Pacific.

The event also marked the official launch of HSBC Premier 'Next Gen', which offers the next generation of Premier customers aged between 18-28 years access to an independent transaction account to build a strong grounding around financial independence as they become dynamic young adults. These youngsters will benefit from the Premier status of their parents, whilst they complete full time education and/or begin their career. Furthermore, HSBC Premier Next Gen provides parents with the peace of mind that Premier will continue to support their children as they become adults, reinforcing the value of HSBC Premier looking after their personal economy as well as their family.

Nadeesha Senaratne, Country Head of Retail Banking and Wealth Management said, "It is truly gratifying to say thank you to customers who have placed their trust in us as their financial partner and continued to bank with HSBC Premier through many generations. It is a relationship that has evolved over the years and we are now happy to move with the times to provide services and international connectivity to the next generation of Premier, through HSBC Premier 'Next Gen'. We look to the future, to serve the next generation of customers and to fulfil their banking needs with financial products and services that are global."

Since establishing its presence in Sri Lanka in 1892, HSBC has grown to become the leading international bank operating for over 125 years, with a strong customer base.

HSBC Premier was introduced in 2001 as the Bank's flagship global proposition to facilitate global banking services and experiences to support customer needs and ambitions. HSBC was the first to open a fully-fledged and exclusive Premier Centre at Flower Road which was fully refurbished in 2018 to meet global standards.

HSBC Premier Customers have had the exclusive privilege to experience and access some of the most looked forward to lifestyle events both locally and internationally. Over the year, HSBC Premier Customers have been engaged in the bank's various corporate sustainability initiatives, with customers lending a hand to support the age old Beeralu lace makers in Mirissa post-tsunami in 2004, to conservation initiatives such as the re-generation of the Mahausakande tropical rainforest in Rathnapura and supporting sustainable livelihoods programmes.

For more information on HSBC Premier visit

www.hsbc.lk/premierpriviledges

ends/more

Media enquiries to:

Tharanga Gunasekera

+94 11 5451350

tharangagunasekera@hsbc.com.lk

Note to editors:

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves our customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from approximately 3,800 offices in 66 countries and territories in our geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$2,603bn at 30 September 2018, HSBC is one of the world's largest banking and financial services organisations.

ends/all