

30 August 2019

### HSBC revolutionises Rewards in Sri Lanka

HSBC announced the launch of its new Rewards credit card that offers up to 5X rewards on multiple spend categories, to meet the lifestyle demands of emerging affluent customers in Sri Lanka.

In celebration of the launch, HSBC partnered with Colombo's largest shopping mall, Colombo City Centre (CCC) which was converted to a giant Rewards Hotspot to offer HSBC credit cardholders multiple rewards redemption benefits, that are year round, with savings up to 30% across shopping outlets and cash Rewards up to Rs.10,000 for all shoppers who visited Colombo City Centre from 24th to 25th August 2019.

Customers were given a firsthand experience of HSBC's Rewards credit card through the activation of a life-size Rewards Hotspot Wall at Colombo City Centre, that engaged both adults and kids with chances to win big prizes during the launch event.

Unlike any other Rewards card in the market, HSBC's Rewards Card, rewards cardholders spend across a variety of categories and gives customers the freedom to enjoy instant redemption at multiple hotspots for maximum value. Customers can earn up to 5X Rewards on everyday spend categories such as dining, clothing, e-commerce, transport and food delivery and on other family related expenses such as medical, insurance and education, while they also get to enjoy lifestyle benefits. They can convert Rewards points for shopping vouchers at Colombo City Centre to shop more or enjoy the freedom to earn and burn Rewards across 1000 plus Rewards Hotspots such as Keells, Cargills, Arpico , Odel , Galleria, Nike , Levi's, Aldo, Charles & Keith, Armani, Mother Care, Pizza Hut , Chinese Dragon, Cinnamon Grand, Cinnamon Lakeside, Abans , Singer and more that are easily accessible around the country. Moreover, they can enjoy a host of other benefits such as year round 0% installment plans and free travel insurance.

As a leading credit card issuer in the market, HSBC's rationale behind the Rewards card launch, stems from the key insight that there is an emerging affluent segment identified as the 'sandwich generation' who have young children and aging parents to care for while they work hard to progress in life.

"We understand that these individuals have various commitments from settling their children's educational fees to the medical expenses of their parents as well as settling their utility bills, whilst at the same time taking care of their own lifestyle needs. The HSBC Rewards credit card allows them to balance both their everyday commitments with their indulgent needs in life such as dining, shopping to e-commerce and others with Rewards benefits that create the most rewarding experiences for them. " said Nadeesha Senaratne, Country Head of Retail Banking and Wealth Management.

Customers who wish to apply for an HSBC Rewards credit card will also receive 50,000 free Rewards points as a welcome offer which they can convert into a free holiday at a cinnamon resort, shopping or dining experience.

For more details, customers can visit [www.hsbc.lk](http://www.hsbc.lk)

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**Note to editors:**

**HSBC Holdings plc**

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. HSBC serves customers worldwide from offices in 65 countries and territories in our geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,751bn at 30 June 2019, HSBC is one of the world's largest banking and financial services organisations..

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