

1 October 2019

HSBC celebrates 25 years of Credit Cards in Sri Lanka

Celebrating 25 years of pioneering credit cards with many novel innovations, HSBC Sri Lanka marks a major milestone this year.

With a majority of cardholders being part of the journey, the bank will celebrate this milestone by pampering loyal customers with surprises under the theme **#Together we celebrate – You are invited**. Since the bank's foray into credit cards back in 1994, which was considered a bold move by many, HSBC has continued to develop and revolutionize the market through many firsts such as:

HSBC Rewards programme with instant redemption options and wider redemption partners to reward customer loyalty

Introduction of 0% Interest Installment schemes to make lifestyle spending more affordable at no additional fees

Partnerships with top merchants in Sri Lanka to offer ground breaking promotions – Cardholder Dines Free, Cardholder Stays Free and Cardholder Flies Free that made families and friends come together

HSBC's unique Home & Away privilege programme cardholders can enjoy, as one of the most globally recognized cards

First ever chip enabled Credit Cards, real-time fraud detection intelligence, bio metric enabled mobile Apps in Sri Lanka to provide additional security to safeguard customers from credit card fraud

Largest credit card payment network with over 1,200 outlets island-wide to make credit card payments more convenient

HSBC as a leading player in the local credit cards market strives to provide exemplary services and benefits to customers. Speaking further, Nadeesha Senaratne, Country Head of Retail Banking & Wealth Management said, "As the leading international bank in Sri Lanka, we are proud to be part of the Sri Lankan growth story for the past 127 years.

Since the beginning of our cards operations in 1994, we have been at the forefront with many novel credit card initiatives that has revolutionized the cards industry in Sri Lanka. We are happy to have many customers with decades of loyalty to the brand who value our trusted and established presence in the local community and the world-class banking services we aspire to deliver to them, locally.

We are always listening to our clients and learning from their feedback which has helped us to introduce two new credit card propositions on Cashback and Rewards which have been well received by our target segments. Today, we are honoured to invite all HSBC cardholders and business partners to celebrate this special milestone with us.”

HSBC has partnered with several leading merchants to offer weekly savings across four relevant shopping categories during the month of October 2019.

The month long celebrations will kick off with a whopping 25% flat savings on specific key themes namely cyber weekend, supermarket weekend bash, culinary weekend celebration and the fashion weekend party.

In addition, customers can also enjoy 25 months 0% installment plans on high value goods. Aside from this, HSBC will also reward the highest credit card spenders every day from the 1st to 25th October with limited edition HSBC branded 22k gold coins to mark this milestone.

What will be even more rewarding is the 5X5 Cashback fiesta, where cardholders can win cashback rebates worth Rupees 6.25 million during the campaign period by simply swiping their credit card for more than 5 times every week.

The celebrations will culminate into an epic celebratory weekend from 26-27 October at Colombo’s most popular shopping mall – Colombo City Centre, where visitors will have the opportunity to join in the celebrations by participating in a weekend of shopping, fun and competitions with great savings mall-wide and stand a chance to win instant prizes.

For more details, customers can visit www.hsbc.lk

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Media enquiries to:

Tharanga Gunasekera

Tel: 94 11 4451350

tharangagunasekera@hsbc.com.lk

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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