

1 August 2024**HSBC Sri Lanka introduces Live+ Credit Card as a global initiative to enhance lifestyle choices with access to over 200 restaurants and culinary offers across Asia**

HSBC Live+ Credit Card offers 15% off dining deals and cashback of up to 10%
On spending on lifestyle options of Dining, Shopping and Entertainment experiences
One of the first markets in the HSBC Group to launch a new lifestyle credit card globally

Sri Lanka is the among the first batch of markets in HSBC Group to launch a new lifestyle credit card globally

***HSBC is the first bank in Sri Lanka to launch a lifestyle cashback credit card in the market**
Enjoy 15% discount at over 200 restaurants across Asia all year round*

HSBC Sri Lanka today introduced HSBC Live+ Credit Card, designed to enhance the lifestyle experiences of globally minded customers. The Live+ Credit Card provides rewards tailored to lifestyle spending and reflects HSBC's focus on providing innovative solutions that help customers earn more rewards while enjoying quality experiences.

Launched in partnership with Visa, HSBC Live+ cardholders are entitled to dining perks across Asia, through the Live+ Dining Programme¹. The card offers a 15% discount at restaurants across Asia in addition to an enhanced 10% cashback* on spending in three categories: dining, shopping and entertainment locally as well.

- **Exclusive dining discounts:** Enjoy a 15% discount all year round at over 200 restaurants across Asia² serving a variety of cuisines through our curated Live+ Dining Programme. Plus, a 10% cashback* on your dining bill
- **Shopping:** Enjoy 10% cashback* at retail shops, departmental stores, and online marketplaces
- **Entertainment:** Enjoy 10% cashback* on entertainment spending at cinemas and on your favourite streaming subscriptions including Netflix, Disney+ and Spotify

According to the spend data by HSBC-Visa cardholders³, spending on food is a top priority for Asians, with restaurants and food-related expenses ranking in the top three spend categories in seven out of eight markets. This underscores the significance of dining in the region and the value that HSBC Live+ Credit Card brings to its cardholders.

HSBC Live+ Credit Card is launched among six other South Asia markets, this highlights HSBC's ambition to expand its consumer unsecured lending business in South Asia, seizing the opportunities from the increasing consumption power of the rapidly growing mid-segment and affluent populations who have international exposure.

Taylan Turan, CEO, Retail Banking, HSBC, stated, "We combine our global expertise and knowledge on-the-ground to design products that meet local customers' needs, such as our new Live+ Credit Card. As wealth creation drives more spending among the middle class and emerging affluent segments, we designed Live+ to offer outstanding lifestyle experiences and accessible rewards that resonate with our customers. We're excited to bring this card to Sri Lanka, where we have been investing in our wealth and personal banking capabilities and look forward to expanding Live+ into other dynamic global markets. "

James Rebert, Head of Wealth and Personal Banking, HSBC Sri Lanka, said, "HSBC introduced its first Cashback credit card in 2018, and the evolution of cashback on daily essentials is now extended to lifestyle choices. Dining, shopping, and entertainment are key lifestyle experiences that most can relate to, and this is why HSBC Live+ Credit Card is specifically designed for customers to enjoy quality experiences with their lifestyle choices and be rewarded in the form of cashback when they spend both locally and overseas. It not only enhances their dining adventures, but also provides rewarding cashback on shopping and entertainment to meet their diverse spending needs. "

Avanthi Colombage Visa Country Manager for Sri Lanka and Maldives said, "We are delighted to partner with HSBC to launch the HSBC Live+ credit card, underscoring our commitment to enriching the lives of Sri Lankan consumers with best-in-class benefits when they spend using Visa cards. This card aligns with their lifestyles and their dining and shopping needs, allowing users to maximize rewards in these key categories. As Visa, we focus on providing seamless and secure payment experiences, while offering the most relevant rewards which I'm sure hold great value for our consumers."

¹ <https://www.hsbc.lk/credit-cards/offers/regional-live-plus-dining/>

² <https://www.hsbc.lk/credit-cards/offers/regional-live-plus-dining/>

³ Source: Vianet data from April 2023 to March 2024

NOTES TO EDITORS

1. Key features of the HSBC Live+ Credit Card include:

- **Exclusive dining discounts:** Enjoy up to 15% off your total bill at over 200 restaurants across Asia through our curated Live+ Dining Programme. For more details, visit <https://www.hsbc.lk/credit-cards/offers/regional-live-plus-dining/> Plus, enjoy up to 10% cashback* on your dining bill
- **Shopping:** Enjoy up to 10% cashback* at clothing stores, sporting goods, and departmental stores
- **Entertainment:** Enjoy up to 10% cashback* on entertainment spending at cinemas and on your favourite streaming subscriptions including Netflix, Disney+, Spotify and more.
- 0.1% Unlimited cashback on all other eligible spend

2. HSBC Live+ Credit Card Programme terms and conditions apply. For more details, <https://www.hsbc.lk/credit-cards/products/liveplus/>

3. Photo caption - Unveiling the new HSBC Live+ Credit Card at the launch event

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