

News Release

30 November 2016

HSBC Premier spreads the holiday cheer with cardholders

HSBC Premier will once again be keeping the magic of Christmas alive with spectacular offers and events during the festive season and beyond.

Ushering in the season with some holiday cheer, HSBC Premier Customers were entertained with the screening of the British comedy 'Freddy' at the Lionel Wendt theatre during the last weekend of November. Customer were given a unique experience to book their tickets online, supported by HSBC's Premier Concierge Service that entitled them to an exclusive 25% discount on tickets.

HSBC Premier will continue to spread the joy of the season with customers through their partnership with leading merchants in dining, travel & leisure, retail & fashion and health & beauty. Customers could avail themselves to fabulous discounts and be ready to shop till they drop each weekend leading up to Christmas, with several independent and flagship stores offering up to 30% savings on shopping. These include Softlogic retail stores, the Parfumerie, Cotton Collection, Leather Collection, Hameedia, Odel and LUV SL, Cool Planet, Colombo Jewellery Stores as well as other retail and shopping outlets, to make it nothing short of the best festive season.

Entertaining family and friends during the holidays is something customers will not have to worry over. They can savour flavorsome cuisine with fine dining experiences at the Harbour Court at Kingsbury, Water's Edge, The Sea Spray at Galle Face Hotel, TGIF and Governor's Terrace at Mount Lavinia Hotel, among several others with tantalizing deals.

Furthermore, customers can enjoy the simple pleasures of taking an exciting and exotic adventure across the country with Jetwing Hotel properties that will make their stay even more rewarding with a 40% saving on bookings valid until 15 December.

Moreover, by consolidating their seasonal spend either here or overseas, Premier customers can stand the chance to win a trip to LA to witness the 59th GRAMMY Awards in February 2017. The ongoing promotion in partnership with Mastercard offers an exclusive overseas package that covers airfare, hotel accommodation, show tickets, and a complete makeover for two lucky winners and their companions. Customers can also refer a friend to HSBC Premier and qualify for the promotion that ends on 31 December 2016.

Nilantha Bastian, Head of Retail Banking & Wealth Management, said, "At HSBC Premier, we strive to manage the personal economy of our customers. We want them to enjoy the finer things in life; things that sometimes money can't buy. Thus, while they look forward to spending the holidays with their loved ones, we have lined up several valuable offers with

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leading merchant partners to make the season more rewarding and special. Furthermore, we are delighted to offer two Premier customers and their companions a once in a life time opportunity to witness the 59th GRAMMY Awards in LA in February next year. This is our way of celebrating this joyous time with our customers.”

Given that the holiday season is filled with special celebrations and various activities that require the exchanging of gifts, Premier customers can be assured of the most hassle-free shopping experience through HSBC’s online Premier Concierge service. They can gift their loved ones with seasonal goodies across a wide variety of cakes, chocolates, gift vouchers, fruit baskets, soft toys and top it up with personalized greeting cards by visiting the Concierge page at www.hsbc.lk/premierconcierge and enjoy a 25% saving on every purchase from 1-31 December 2016.

With these amazing holiday offers in store, there’s really no reason for Premier customers to carry excess cash around. All they need is their HSBC Premier credit card to celebrate the season.

Moreover, when customers decide to wind down after a busy season, they can spend a tranquil two nights and discover the wonders and secrets of the Sinharaja rainforest with Cinnamon Nature Trails accompanied by Senior Biologist, Vimukthi Weeratunga from 6-8 January 2017.

Through HSBC’s ongoing Rewards programme, Premier customers can also earn rewards points each time they shop, enabling them to gain something back in return. Accumulated points can be redeemed instantly at a number of outlets including leading clothing stores, book shops, dining and even supermarkets.

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

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