

15 February 2018

HSBC first bank to launch fingerprint recognition technology in Malta

HSBC Malta is the first bank in Malta to launch biometric technology for the convenience of all those customers with an iPhone 5s or higher. With this new function customers can now benefit from Touch ID to gain quicker and easier access to their accounts through their HSBC mobile app. To celebrate the introduction of this new feature, customers accessing either the iOS or Android HSBC mobile app by the 17 of March 2018 will get a chance to win an iPhone X or iPhone 8.

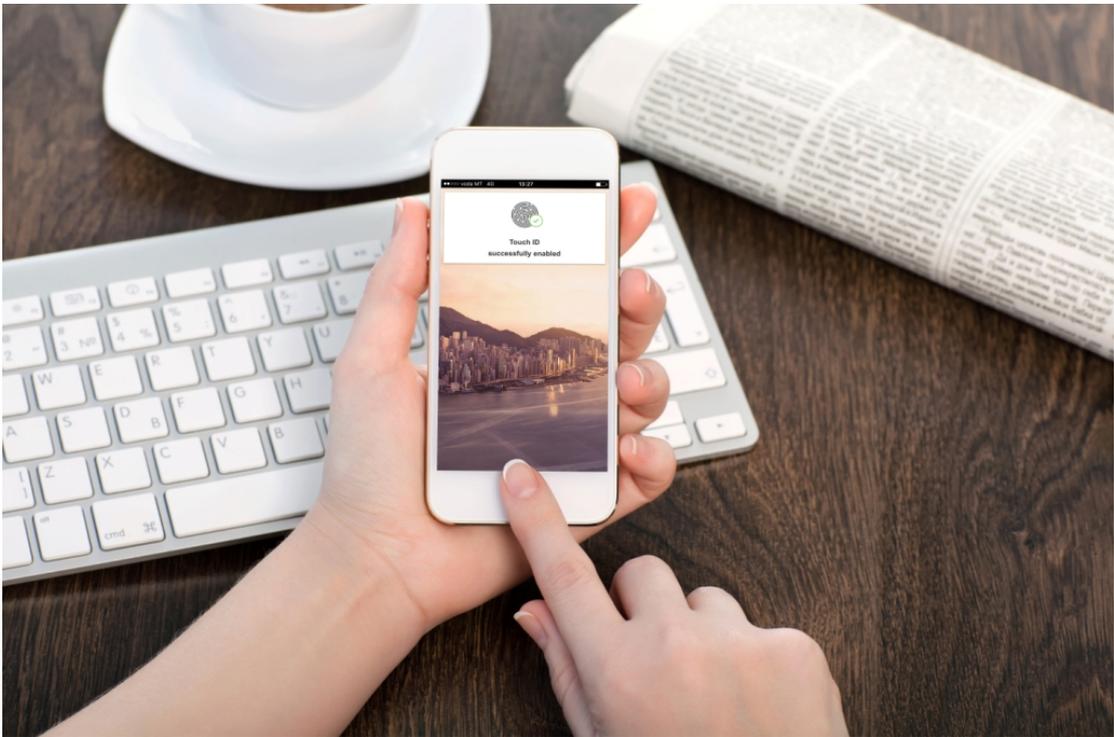
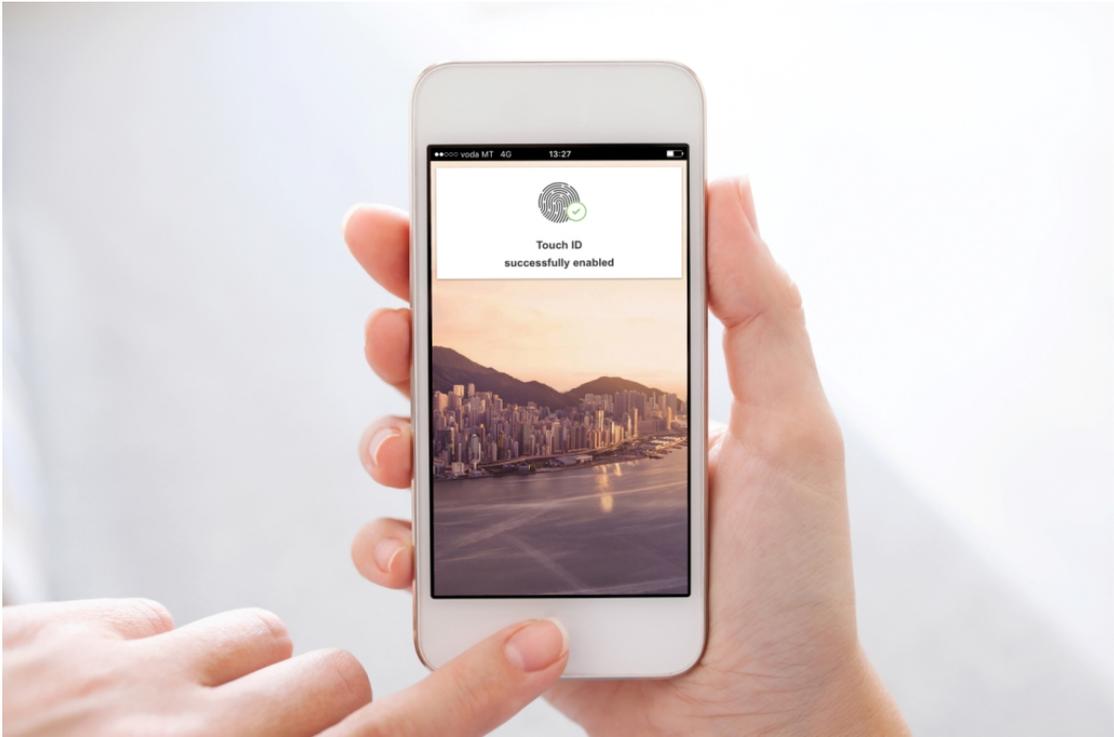
The Touch ID feature uses a recognised fingerprint instead of passwords (for iPhone X customers can use FaceID) and is quick and easy to set up. The service is now available for all HSBC mobile banking users of iPhone as well as business customers using the *HSBCnet* mobile app.

The launch of biometric technology for HSBC customers is supported by recent online consumer research findings from YouGov, an international internet-based market research and data analytics firm headquartered in the UK, which reveal that over a third (37%) of consumers agree traditional passwords have become an outdated security measure. The YouGov research also revealed over a third (38%) of people tend to use the same password across most of their online accounts, and over half (55%) say that they rarely update their passwords. The YouGov report 'Apps in Banking' was conducted internationally.

Daniel Robinson, Head of Retail Banking and Wealth Management at HSBC Malta, said: "Our customers are increasingly using their mobile devices to access their account information and transact. The launch of Touch ID log on represents an important step towards biometric banking and helps bring the benefits of secure and convenient mobile banking services to our customers. We are proud to be the first bank in Malta to launch this functionality"

As part of the Touch ID campaign, three customers who logon to the mobile banking app during the campaign period will be selected to participate in a simple quiz and stand to claim one iPhone X or one of two iPhone 8.

More information about HSBC Malta's banking innovations can be obtained by visiting hsbc.com.mt or by calling 2380 2380.



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