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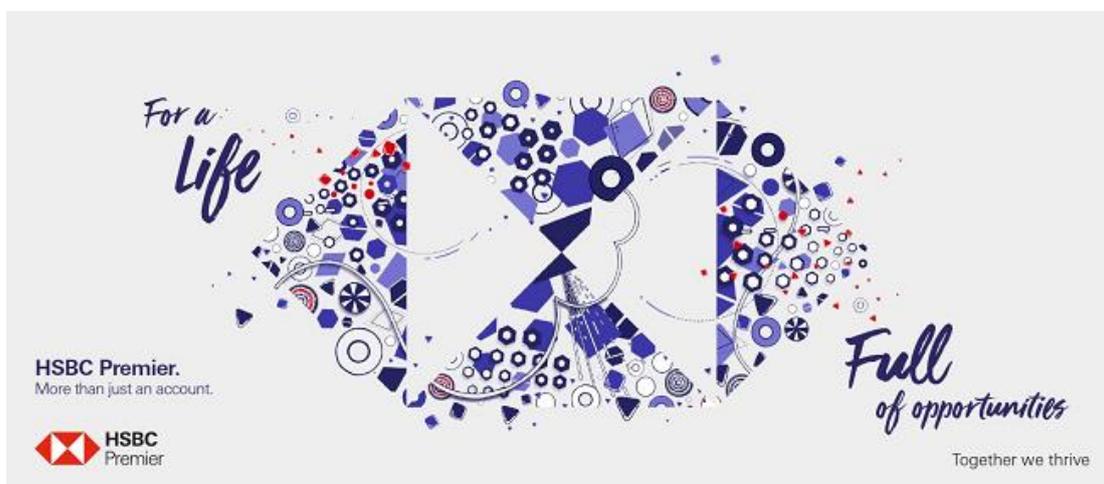
HSBC Malta launches revamped HSBC Premier

HSBC Bank Malta has revamped its HSBC Premier proposition which offers a complete package of services and support tools to help customers manage their personal wealth, from exclusive benefits and preferential rates to round-the-clock support from dedicated wealth experts. The bank has adapted this offering to the continually evolving needs of its customers and in fact the updated proposition builds on customer feedback that sought a greater emphasis on family and on supporting a more flexible lifestyle.

The new features incorporated into HSBC Premier include extending the full benefits of the proposition to adult children of Premier customers as soon as they reach 18, up to the date of their 29th birthday, the simplification of the Rewards Programme, and the introduction of a new life insurance policy which provides additional cover for any debit balances of up to €7,500 for the primary card holder up to the date of their 66th birthday.

Additionally, HSBC Malta is also extending the eligibility criteria for HSBC Premier making it available free of charge to those customers who have a €300,000 sole HSBC Home Loan or a €400,000 joint HSBC Home Loan. The pre-existing eligibility criteria, namely a minimum of €70,000 in investments or savings and a €50,000 sole income or €75,000 joint income credited to an HSBC account, remain in place.

Crawford Prentice, Head of Wealth and Personal Banking at HSBC Malta, said: “In revamping HSBC Premier, we have taken on board the fact that the lives of our customers are changing. Technology, in particular, is enabling greater working flexibility and opening up new opportunities for people to spend more quality time with those they love. The new benefits we have introduced, in fact, are tailored specifically to support customers to realise such opportunities.”



PHOTOCAPTION: The HSBC Premier updated proposition builds on customer feedback that sought a greater emphasis on family and on supporting a more flexible lifestyle

HSBC Bank Malta p.l.c.

HSBC Malta provides a comprehensive range of financial services which are all designed to meet the expanding requirements of its large client base of personal and corporate customers. These include Wealth and Personal Banking, Commercial Banking and Global Markets.

HSBC Group

HSBC Bank Malta p.l.c. is a member of the HSBC Group, whose ultimate parent company is HSBC Holdings p.l.c. which is headquartered in London. HSBC serves customers worldwide from offices in 64 countries and territories in our geographical regions: Europe, Asia, North America, Latin America, and the Middle East and North Africa. With assets of US\$2,923bn at 30 June 2020, HSBC is one of the world's largest banking and financial services organisations.

Registered in Malta number C3177. Registered Office: 116, Archbishop Street, Valletta VLT 1444, Malta. HSBC Bank Malta p.l.c. is regulated and licensed to carry out the business of banking in terms of the Banking Act (Cap. 371 of the Laws of Malta) by the Malta Financial Services Authority.