

HSBC Malta adds more value to Yes 4 Students accounts

HSBC Bank Malta has launched a new Yes 4 Students campaign with the question "What can you do?" being asked. All students who set up a new account with Yes 4 Students between 1 July and 31 October 2016 will receive a one-off credit of €50 as a gift from HSBC Malta. The campaign is intended to capture the students' imagination by inviting them to think about not only how far €50 will take them, but to consider also what lies beyond education and what they can achieve now and in their future.

"Post-secondary schooling is a unique time in everyone's life when you develop lifelong friendships, where students are exposed to new experiences, and where they develop the values and views that will shape their lives. One of the most important and necessary steps to take is to understand how best to manage your finances through this period and the HSBC Yes 4 Students campaign allows exactly that," said Dan Robinson, Head of Retail Banking and Wealth Management, HSBC Malta.

In terms of the importance of graduate and post-graduate education, HSBC Group's latest 'Value of Education' report shows that the majority of parents are often occupied with their children's future. Based on the views of over 6,000 parents across 15 countries, the report shows that nearly nine in every 10 parents (88%) would consider a postgraduate university for their child, and not just settle for graduate degree.

All full-time students in Malta and Gozo can visit the Bank's Facebook page facebook.com/HSBCM Malta for more information on Yes 4 Students and other upcoming competitions with some great prizes.

The Yes 4 Students package typically includes a free Yes 4 International debit card, free Internet Banking and free mobile services. For more information about HSBC's Yes 4 Students, log on to www.hsbc.com/mt/yes4, call HSBC's customer service on 2380 2380, or visit any HSBC branch in Malta or Gozo.



The Yes 4 Students campaign is inviting students to think about 'what can you do' with €50

Approved and issued by

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