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HSBC VIETNAM ADDS MILEAGE PROGRAMME TO HSBC CREDIT CARD REWARDS SCHEME

****Now HSBC customers can earn miles towards flights and lifestyle awards with every purchase made using HSBC Credit Card****

HSBC Vietnam has partnered with Asia Miles™ to launch the HSBC Mileage Programme – a new scheme that enables all HSBC Credit Card holders to redeem Rewards points for Asia Miles, Asia’s leading travel reward programme. Customers can then redeem miles for flight awards and many other lifestyle rewards from categories such as Hotel and Holiday Packages, Wine and Dine, Leisure and Sport, Electronics and Accessories, Household and Other Merchandise, Gifts, Flowers and Hampers, Car Rental and Transportation, and Health and Beauty.

The new programme, launched in March 2010 is among the first of its kind to be introduced in Vietnam, and will be offered to both Classic and Gold Visa cardholders.

“Partnering with Asia Miles to provide our customers with the opportunity to redeem their accumulated miles for award tickets and lifestyle awards with their choice of airline is another way that HSBC is delivering on its commitment to continuously review and upgrade its products to meet customers’ demands,” said Lyndsay Rajah, Head of Personal Financial Services HSBC (Vietnam). “Our new Mileage Programme will enrich our current redemption catalogue, creating more opportunities for customers to choose the best rewards to suit their lifestyle and make using their credit card even more enjoyable.”

For every VND1,000 spent on HSBC Credit Card, customers earn one Rewards point. They can then redeem 36 Rewards points for one Asia Mile. Accumulated points can then be transferred to Asia Miles via HSBC’s dedicated customer service Hotline at (84 8) 37 247 247.

“We have chosen Asia Miles as it is a leading travel reward programme in Asia and includes a wide network of popular partner airlines such as Cathay Pacific, American

HSBC Credit Card Mileage Program

Airlines, Qantas and Air China. This ensures it is a competitive travel reward programme for our customers, especially for the frequent travellers,” continued Lyndsay Rajah.

In addition to flight awards from 20 Asia Miles partner airlines and other lifestyle awards, cardholders can also redeem their Rewards points from HSBC’s extensive Rewards catalogue, which features more than 100 items ranging from HSBC branded gifts, dining vouchers and shopping vouchers to home appliances and electronic gadgets.

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Notes to editors:

1. About Asia Miles

Asia Miles, Asia's leading Travel Reward Programme, has more than 400 partners worldwide in nine partner categories. There are 20 airline partners: Aer Lingus, Air China, Alaska Airlines, American Airlines, British Airways, Cathay Pacific Airways, China Eastern Airlines, Dragonair, Finnair, Gulf Air, Iberia, Japan Airlines, Jet Airways, LAN, Malév Hungarian Airlines, Mexicana Airlines, Qantas Airways, Royal Brunei Airlines, Royal Jordanian Airlines and Vietnam Airlines. Asia Miles also has a list of superior partners in finance and insurance, hotels, telecoms, car & transport, retail, dining & banquets, travel and leisure as well as professional services. Asia Miles is free to join and open to anyone aged two or above. Simply enrol online at www.asiamiles.com

2. About HSBC Bank (Vietnam) Ltd.

HSBC has been in Vietnam for 140 years - the Bank first opened an office in Saigon (now Ho Chi Minh City) in 1870. HSBC launched its local incorporation on 1 January 2009 as HSBC Bank (Vietnam) Ltd. (HSBC Vietnam). The Bank’s current network includes one branch and four transaction offices in Ho Chi Minh City, one branch and three transaction offices in Ha Noi, and one branch in Binh Duong. HSBC is the largest foreign bank in the country in terms of investment capital, network, product range, staff and customer base.

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