



HSBC Bank Recognized for World Class Banking Innovation in 2019 FinTech Breakthrough Awards Program

Historic deployment of Pepper®, the social humanoid robot, honored for disrupting the retail banking customer experience

NEW YORK, April 3, 2019 – [HSBC Bank USA](#), N.A., (HSBC), part of HSBC Group, one of the world’s largest banking and financial services organizations, today announced that it’s been selected as winner of the Consumer Banking Innovation Award by [FinTech Breakthrough](#), an independent organization that recognizes the top companies, technologies and products in the global FinTech market. The award recognizes HSBC bank’s world-first deployment of Pepper ®, the engaging, social humanoid robot developed by SoftBank Robotics America, to revolutionize retail banking customer experience at its flagship branch in New York City.

The FinTech Breakthrough Awards are the premier awards program founded to recognize the FinTech innovators, leaders and visionaries from around the world in a range of categories, including Banking, Personal Finance, Lending, Payments, Investments, RegTech, InsurTech and many more.

“While there are many groundbreaking innovations included in the thousands of nominations that we evaluate each year, no other award nominations have delivered an element of fun in the way that Pepper does,” said James Johnson, Managing Director, FinTech Breakthrough. “We are delighted to recognize HSBC Bank for their creative thinking and execution in delivering a consumer banking solution that not only increases efficiency of the banking process, but also provides an exciting and engaging experience for customers. We are pleased to recognize the HSBC Bank team on their successful initiative with Pepper and we congratulate them on their well-deserved industry recognition.”

HSBC is the first financial institution in the United States to bring Pepper to retail banking and recently announced a nationwide rollout of the leading consumer facing social robot that kicked off in Beverly Hills and Seattle. Since Pepper’s introduction, these bank locations have reported a significant increase in branch activity with over 15,000 customer interactions with Pepper, including an increase in ATM transaction volumes and new credit card applications, as well as a 60% increase in all new business and products at their flagship branch since the introduction of Pepper.

“We’re honored to be recognized and graciously accept the Consumer Banking Innovation Award. This is a significant milestone along our journey for continuous improvement and relentless customer focus,” said Jeremy Balkin, Head of Innovation, Retail Banking and Wealth Management, HSBC Bank USA. “We’re committed to transforming the entire banking experience for our customers — we like to call it the ‘Bank of the Future’— and are eager to continue to grow the retail franchise in new and exciting ways.”

For more information about HSBC Bank, SoftBank Robotics and Pepper please visit: www.softbankrobotics.com and www.us.hsbc.com



HSBC Bank USA, National Association (HSBC Bank USA, N.A.) serves customers through retail banking and wealth management, commercial banking, private banking, and global banking and markets segments. It operates bank branches in: California; Connecticut; Washington, D.C.; Florida; Maryland; New Jersey; New York; Pennsylvania; Virginia; and Washington. HSBC Bank USA, N.A. is the principal subsidiary of HSBC USA Inc., a wholly owned subsidiary of HSBC North America Holdings Inc. HSBC Bank USA, N.A. is a Member of FDIC. Investment and brokerage services are provided through HSBC Securities (USA) Inc., (Member NYSE/FINRA/SIPC) and insurance products are provided through HSBC Insurance Agency (USA) Inc.

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide across 66 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,558bn at 31 December 2018, HSBC is one of the world's largest banking and financial services organizations.

About FinTech Breakthrough

Part of [Tech Breakthrough](#), a leading market intelligence and recognition platform for technology innovation and leadership, the FinTech Breakthrough Awards program is devoted to honoring excellence in Financial Technologies and Services companies and products. The FinTech Breakthrough Awards provide public recognition for the achievements of FinTech companies and products in categories including Payments, Personal Finance, Wealth Management, Fraud Protection, Banking, Lending, RegTech, InsurTech and more. For more information visit FinTechBreakthrough.com.

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HSBC Media Contacts:

Matt Klein

+1 212 525 4644

matt.klein@us.hsbc.com

Carolyn Hamm

carolyn.hamm@us.hsbc.com

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