



HSBC BANK LAUNCHES ENHANCED PREMIER PROPOSITION

*Offers no fees, no hassle and no borders on everyday banking transactions**

NEW YORK, June 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 the launch of an enhanced [Premier](#) proposition aimed at supporting the growing needs of emerging affluent, domestic and internationally-minded clients and their families.

“Customers want fast, ‘easy to use,’ tailored solutions delivered through digital channels so they can bank with HSBC, wherever and whenever they need. At the same time, they continue to value integrity, financial strength and a human touch, particularly when it comes to their personal finances,” said Pablo Sanchez, Regional Head of Retail Banking and Wealth Management for HSBC Bank N.A. “Our ambition for HSBC Premier is to become recognized for truly understanding our clients by addressing their complex needs in a constantly changing world.”

According to an HSBC market research study, Premier clients are looking for support in two key areas: flexibility and family. As such, the enhanced proposition enables different ways to access a premium level checking relationship with no fees on everyday banking transactions*, and also extends several exclusive benefits to family members of Premier clients.

HSBC Premier clients enjoy dedicated HSBC Relationship Managers, Premier credit card products and no foreign transaction fees on debit card usage. Clients also have access to exclusive thought leadership content such as the bank’s annual [Value of Education Survey](#), which offers insight into the college savings process, as well as [Beyond the Bricks](#), a consumer research study on global home ownership.

“Our clients want more from us than just a place to put their money,” said Alvaro Teixeira, Head of Customer Value Management, HSBC Bank USA. “They need help where it matters most— balancing child costs, supporting aging parents and saving for their own retirement. We’re here to support them with the surprises life can throw

their way, help their nurture the prosperity of their families and plan for whatever they want their future to bring.”

To learn more about HSBC’s enhanced Premier proposition go to <https://www.us.hsbc.com/premier/> or to access the HSBC Financial Wellness Center go to <https://www.us.hsbc.com/financial-wellness/>.

* A monthly maintenance fee may apply if certain requirements are not maintained. No HSBC U.S. ATM fees when using a third party ATM and unlimited rebates from third party ATM fees in the U.S. Legal. Processing fees may apply.

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 \$2,659bn at 31 March 2019, HSBC is one of the world’s largest banking and financial services organisations.

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