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HSBC Launches Island Privileges Rewards Initiative to Benefit Island Customers

HSBC has launched a new loyalty and rewards programme that is tailored to the needs of local customers.

The 'Island Privileges' programme enables HSBC Premier and Advance customers, who represent around half of all HSBC customers in the Channel Islands and Isle of Man, to access specially tailored offers, rewards and competitions, including exclusive deals for local businesses.

Customers are able to access the benefits through a new online site, which will be updated regularly and enable them to get money off at local shops, receive discounts for local cafes, restaurants and hotels, get tickets for events and family attractions, access freebies, and take part in competitions.

This is in addition to the UK offers that customers will still be able to access. The range of offers and benefits will be updated on a quarterly basis, based on feedback received from customers on what suppliers and experiences they'd like to see included within the offering.

John Goddard, Head of Retail Banking and Wealth Management, HSBC Channel Islands and Isle of Man, said: "Island Privileges is the result of listening to our local Premier and Advance customers who wanted more local benefits. We're delighted to be able to reward their loyalty in this way, which benefits our customers and island economy at the same time."

Ben Heath, owner of The Fishery in the Isle of Man, one of the businesses to be taking part in the scheme in the Isle of Man, said: "Here at The Fishery in Port St. Mary, we celebrate everything that's wonderful and unique about the Isle of Man and we're delighted to see HSBC contributing to this. We are very happy to be partnering with HSBC and offering this exclusive promotion to their Premier and Advance

customers. We look forward to welcoming you all to The Fishery over the summer months.”

Gerald Voisin, Owner of Voisins department store in Jersey, added: “At a time when the high street is under real pressure and local firms are having to find increasingly creative ways to showcase their products and services, this is a welcome scheme that should help promote the fantastic range of local businesses we are fortunate to have in the island and encourage people to spend their money in the local economy.”

Elizabeth Perrée, owner of La Sablonnerie Hotel in Sark, commented: “I’m delighted to be a part of the HSBC rewards programme, which gives back to the local community. It’s refreshing to see such a large, global Bank offering these benefits to their customers.”

Further information about the initiative can be found at

<https://ciom.hsbc.com/islandprivileges>.

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Notes to editors:

HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 3,800 offices in 66 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,603bn at 30 September 2018, HSBC is one of the world’s largest banking and financial services organisations.