



## HSBC AND ASIA MILES PARTNER ON CREDIT CARD MILEAGE PROGRAMME

HSBC, one of the world's largest banking and financial services organisations with headquarters in London, has partnered with Asia Miles™, one of Asia's leading travel reward programmes, to offer HSBC Premier Credit Card holders the opportunity to redeem reward points for Asia Miles starting from 3 December 2008.

Established in 1999 as a subsidiary of Cathay Pacific Airways, Asia Miles has over 3 million members worldwide. Asia Miles members can earn miles by flying with any of the 20 Asia Miles partner airlines<sup>1</sup>, or enjoy benefits and services provided by over 300 partners<sup>2</sup>. Miles earned under the programme can be redeemed for flight awards, upgrades, companion tickets, holidays or other exciting lifestyle awards for the member or, his or her family and friends.

### HSBC Premier Credit Card– Asia Miles Point Redemption Programme Overview

- **Start Date:** 3 December 2008
- **Redemption Rate:** 1:1 (one HSBC credit card point is equivalent to one Asia Mile)
- **Redemption Unit:** 1,000 points required for first redemption, thereafter redemptions can be made in increments of 500 points
- **Redemption Fee:** No charge
- **Maximum Redemption Amount:** None
- **Eligibility:** Available to holders of an HSBC Premier Credit Card issued in Japan and member of Asia Miles
- **Redemption Channels:** HSBC Premier Centres, HSBC Premier Call Centre, HSBC website ([www.hsbcpremier.jp](http://www.hsbcpremier.jp))

Commenting on the partnership, Francois Moreau, Managing Director, Head of Personal Financial Services in Japan, said, "I'm delighted that we have joined forces with Asia Miles to offer HSBC Premier Credit Card holders in Japan one of the best mileage reward programmes in the world. Our partnership brings together two very strong brands and offers even greater value to customers."

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## **HSBC and Asia Miles Partner on Credit Card Mileage Programme/2**

The HSBC Premier Credit Card is offered exclusively free of charge to HSBC Premier account holders. Benefits of the card include a minimum credit limit of JPY2 million, free supplementary cards for family members, ETC cards, and a wide range of rewards including cash back offers, department store gift coupons and the ability to make charitable donations. Card holders are also eligible to participate in HSBC's unique Home & Away Programme. In addition to Asia Miles, HSBC Premier Credit Card holders can also enjoy the benefits of All Nippon Airways' ANA Mileage Club.

### **Notes**

1 Asia Miles partner airlines: Aer Lingus, Air China, Alaska Airlines, American Airlines, British Airways, Cathay Pacific Airways, China Eastern Airlines, Dragonair, Finnair, Gulf Air, Iberia, JAL, Jet Airways, LAN, Malév Hungarian Airlines, Mexicana Airlines, Qantas Airways, Royal Brunei Airlines, Royal Jordanian Airlines and Vietnam Airlines.

2 Over 300 partners in 9 categories, airline partners, Finance & Insurance, Hotels, Telecoms, Cars & Transport, retail, dining, travel & leisure and professional services.

### **Notes to editors:**

#### **1. HSBC Holdings plc**

HSBC Holdings plc serves over 100 million customers worldwide through around 9,500 offices in 85 countries and territories in Europe, the Asia-Pacific region, the Americas, Middle East and Africa. Its headquarters are located in London. With assets of more than US\$2,547 billion at 30 June 2008, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as "The world's local bank."

#### **2. The Hongkong and Shanghai Banking Corporation Limited in Japan**

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. It established its first branch in Japan in Yokohama in 1866, making it the oldest bank operating in Japan today. It has branch offices in Tokyo and Osaka, providing commercial banking, private banking and personal wealth management services.

#### **3. HSBC Premier**

Launched in 2000 and with international services starting in May 2007, HSBC Premier is the first truly global personal wealth management service offering individually tailored financial solutions for the growing number of mass affluent individuals. Globally, HSBC Premier serves over 2.4 million customers through 300 international Premier Centres in 40 countries and territories. In Japan, HSBC Premier launched in January 2008 targeting individuals with liquid financial assets exceeding JPY10 million. HSBC Premier operates seven branches in the Tokyo Metropolitan (Akasaka, Ginza, Hiroo, Ikebukuro, Marunouchi, Yokohama) and Kansai (Kobe) areas.

*ends/all*