

New Year Referral Campaign

Referral period: From 4 January to 18 February 2011

Gift voucher valid at department stores



Maximum

90,000

yen gift voucher for 3 introductions

HSBC Premier

HSBC

The world's local bank

Programme Summary

We are pleased to offer a new referral campaign. HSBC Premier customers who maintain a balance over 10 million yen or equivalent in their HSBC Premier Account in Japan can be a referrer for this campaign. Once your referred friend or family member successfully becomes a qualified HSBC Premier customer during the campaign period, both of you will be entitled to receive gift vouchers - Terms and conditions apply.

HSBC Premier customer (Referrer)

per one referral

Gift voucher valid at department stores



30,000
yen gift voucher

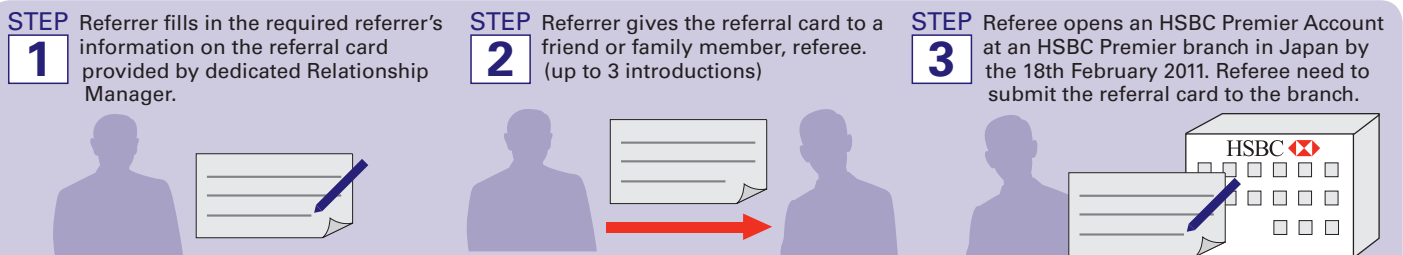
Your friend or family member (Referee)

Gift voucher valid at department stores



20,000
yen gift voucher

How the programme works



Campaign Condition

HSBC Premier customer (Referrer)

Referrer needs to fulfill the HSBC Premier eligibility requirement in Japan.

- HSBC Premier customers who maintain a balance **over 10 million yen or equivalent in their HSBC Premier Account in Japan** only can be a referrer for this campaign.
- The referrer needs to maintain a balance **over 500,000 yen in Yen Savings Account** as of the 28th February 2011.

Your friend or family member (Referee)

The referee needs to maintain a balance **over 10 million yen or equivalent in HSBC Premier Account in Japan** as of the 28th February 2011.

To qualify as a successful referral and receive the rewards, both referrer and referee must fulfill all of the requirements as listed above respectively.

< Important notes >

- ◆ Referee who closed or closes the HSBC Premier Account before or during campaign period is not eligible for this campaign.
- ◆ Fund transfer from referrer's account in HSBC to referee's account is not eligible for this campaign.
- ◆ This campaign is only available for account opening at branch. Account opening by post or via online is not eligible for this campaign.
- ◆ Combination with other gift campaigns is not allowed.
- ◆ Each referrer will be rewarded up to 3 introductions.
- ◆ The ending balance as of the 28th February 2011 will be calculated according to the HSBC's formula.
- ◆ HSBC Premier cannot disclose the account opening status or transaction details of the referees.
- ◆ Rewards will be sent to the customer's address registered with HSBC Japan by mid April 2011. In case your HSBC Premier Account is closed at the timing of gift delivery, this incentive will be invalid.

Deposits in HSBC are not covered by the Japan's Deposit Insurance scheme.

The Hongkong and Shanghai Banking Corporation Limited

Please feel free to contact for any enquiries.

HSBC Premier Call Centre
(24hours/365days)

Non-Account holders

0120-89-2028

HSBC Premier customers

0120-777-268

Available from
mobile phone
and PHS.