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HSBC LIFE LAUNCHES “HSBC LIFE WELL+” PROGRAMME IN HONG KONG

- *First health and wellness programme fully integrated into a mobile banking app to synchronise with Apple¹ Health app in Hong Kong*
- *Rewards customers for taking steps to get protected and stay healthy, with the ability to earn an Apple Watch Series 6², Apple Watch SE² or HSBC RewardCash³*

HSBC Life today announced the launch of the new HSBC Life Well+ programme⁴ that allows customers to enrol and earn rewards including the Apple Watch Series 6, Apple Watch SE and RewardCash after they have purchased eligible plans. Customers can earn the full value of the reward within 24 months by making an average of 9,000 steps a day. Aimed at encouraging Hongkongers to “*Make Every Day Count*”, HSBC Life Well+ is the first and only health and wellness programme that is fully integrated into a mobile banking app. Customers of HSBC HK Mobile Banking app, when synchronised with Apple Health app, can manage and track their health data easily on Apple Watch or iPhone.

By joining the programme, HSBC Life customers can earn an Apple Watch or RewardCash by making an average of 9,000 steps a day, which also counts toward meeting daily Stand, Move and Exercise goals in the Activity app. Being active throughout the day is an important part of living a healthy life.

While over 90% of Hongkongers rate their health as fair to excellent, only 49% are within the normal body mass index (BMI) range⁵ and only 43.6% meet the World Health Organisation’s recommendations on levels of physical activity⁶. These findings indicate that more support is needed to help people develop daily wellness practices. Also, the global COVID-19 pandemic has highlighted the importance of keeping physically healthy. According to US’s Centers for Disease Control⁷, adults of any age with certain conditions, such as obesity and severe obesity, are at increased risk for severe illness from the virus that causes COVID-19. At the same time, nearly half of Hongkongers said brands should provide tips and tools to help them manage their life and finances effectively⁸.

Edward Moncreiffe, Chief Executive Officer, Hong Kong, HSBC Life said, “The pandemic has raised Hongkongers’ awareness on the importance of staying healthy, and we see increasing demand from our customers for holistic solutions covering both financial and physical wellbeing to promote a healthy and active lifestyle. There is still too big a gap between how healthy Hongkongers say they want to be, and how proactively they are improving their lifestyles to stay healthy. We are proud to introduce HSBC Life Well+, an extremely accessible and user-friendly wellness proposition, which offers highly valuable rewards and incentives that we know people in Hong Kong need in order to take those extra steps and to make every day count.”

HSBC HK Mobile Banking app has an existing 1.36 million active users⁹. The integration of HSBC Life Well+ into the HSBC HK Mobile Banking app provides a competitive edge by offering a seamless user experience all under a single app. Customers can smartly manage their financial portfolio such as savings, investment accounts and insurance policies while tracking steps achieved easily.

Edward continued, “People are increasingly equating wealth with health and overall well-being as we all continue to tackle one of the world’s most serious health challenges this year. Creating good habits starts with small steps and that’s the motivation behind HSBC Life Well+. We’re helping our customers make every day count, because we know that simple day-to-day actions are the first step to fulfilling promises and achieving long-term goals. Our customers are used to tracking their

financial affairs and their insurance policies through HSBC Mobile Banking and our market-leading Insurance Dashboard. Now they can track their health steps with the same convenience. HSBC Life Well+ is a lifestyle programme that gives customers tangible rewards for their efforts, big or small, so we are proud to show that wellness is not only accessible, but also attainable and sustainable.”

Customers who have purchased an eligible life insurance policy¹⁰ can join the 24-month wellness reward programme, and receive an Apple Watch upfront with an interest-free instalment loan if they choose this reward option. Those who achieve their pre-set monthly step target will be rewarded for getting active at different levels by earning a reimbursement for the monthly cost of the Apple Watch, or RewardCash.

There are many benefits to increasing personal activity, including a stronger immune system, lower blood pressure and healthy BMI level¹¹. A 2020 study observed that a suitable level of exercises through steps per day lead to better health outcomes and the results reinforced recommendations to sit less and move more throughout the day¹². With an average of 9,000 steps per day over 24 months as the set target for HSBC Life Well+, HSBC Life aims to help customers strive for better health outcomes with a realistic target they can achieve every day, even through at-home exercise during these extraordinary times.

Photo captions



Guests of Honour officiated the Light Switching Ceremony of HSBC Life Well+

(From left to right) Daisy Tsang, Chief Distribution and Customer Officer, Hong Kong; Edward Moncreiffe, Hong Kong Chief Executive Officer; Celia Chan, Chief Health Officer of HSBC Life, Hong Kong; and Joshua Cheng, HSBC Life’s TV commercial protagonist.



(From left to right) Aimee Chan and Moses Chan, celebrity couple and sport lovers; Edward Moncreiffe, Hong Kong Chief Executive Officer, HSBC Life; and Cecilia Yeung Man-wai, a Hong Kong high jumper to kick-off HSBC Life Well+.



Edward Moncreiffe, Hong Kong Chief Executive Officer of HSBC Life tried out the mountain setup challenge.

Notes to Editors:

1. Apple is a trademark of Apple Inc., registered in the U.S. and other countries.
2. By choosing an Apple Watch as your reward option, you will be committing to a 24-month interest-free instalment plan via your HSBC credit card. For detail terms and conditions of this programme, please refer to the 'HSBC Life Well+' dashboard in the HSBC HK Mobile Banking app. To borrow or not to borrow? Borrow only if you can repay!
3. "RewardCash" is a reward under the HSBC "RewardCash" programme. To view the latest "RewardCash" information, please open the HSBC Reward+ app or visit <https://www.hsbc.com.hk/rewards>.
4. Applicable to the policyholder of one or more eligible insurance plans, with a sum of annual premiums of HKD1,000 or above. Only plans that are in force at the time of enrolment and have been issued within the last 3 months are eligible. The policyholder must have a valid HSBC Credit Card; customers who only hold Union Pay cards or HSBC Credit Card denominated in RMB/ USD can only select RewardCash as their HSBC Life Well+ reward option.
5. Hong Kong Consumers' Health Conscious: Enjoyment in a Practical Way, 2018, Nielsen <https://www.nielsen.com/hk/en/insights/article/2018/hong-kong-consumers-health-conscious-enjoyment-in-a-practical-way/>
6. Department of Health, The Government of the Hong Kong Special Administrative Region https://www.change4health.gov.hk/en/physical_activity/figures/adult/index.html
7. Simonnet A, Chetboun M, Poissy J, Raverdy V, Noulette J, Duhamel A, et al. High prevalence of obesity in severe acute respiratory syndrome coronavirus-2 (SARS-CoV-2) requiring invasive mechanical ventilation. Obesity (Silver Spring) 2020 doi: 10.1002/oby.22831. Obesity refers to BMI of 30 kg/m² to 40 kg/m² and severe obesity refers to BMI > 40 kg/m².
8. McCann Truth Central, 2017. Truth About Global Brands. Region: Hong Kong.
9. As at end of September 2020
10. Eligible plans include HSBC Family Protector, HSBC Family Goal Insurance Plan, Goal Access Universal Life Plan (Protection), Jade / Jade Ultra Global Generations Universal Life, HSBC Term Protector, Privileged Term Protection Plan, Mortgage Protection Plan, HSBC Health Goal Insurance Plan, HSBC Voluntary Health Insurance Scheme Standard Plan, HSBC Voluntary Health Insurance Scheme Flexi Plan. Eligible plans are life insurance plans underwritten by HSBC Life (International) Limited.
11. The International Journal of Behavioural Nutrition and Physical Activity <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3169444/>
12. Taking 8,000 steps per day was associated with significantly lower all-cause mortality, as was taking 12,000 steps per day. Journal of the American Medical Association, 24 March 2020 <https://jamanetwork.com/journals/jama/fullarticle/2763292>

Disclaimers

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