



The world's local bank

19 May 2004

**HSBC HELPS AUSTRALIANS MISSING SOMETHING
FROM THEIR EVERYDAY BANKING**

Not wanting to choose between high interest and instant access to funds, more than 100,000 Australians, depositing nearly \$1 billion, have turned to HSBC's Online Savings Account for their everyday banking needs over the past three years.

HSBC's Online Savings Account is the only bank account in Australia that offers a high interest rate of 4.5 per cent per annum, fee free banking options and full transactional functionality, including an ATM card and branch access.*

"Customers are telling us they want it all – high interest rate, high touch service, instant access to their money and fee free options," said Rahn Wood, HSBC's Head of Direct Financial Services.

"By switching to HSBC's Online Savings Account, a customer with an average monthly balance of \$7,500 can earn \$313.50 a year with our high interest and fee free options. Sticking with another bank's standard savings account is actually costing them \$136.50. That's a total saving of \$450.00 a year we are offering."

As Australians demand more from their banking, HSBC predicts customer growth in its Online Savings Account of over 20 per cent.

With HSBC's Online Savings Account, busy customers do not need to move money between accounts or provide notice to withdraw or transfer funds. Instead, customers can park their funds, knowing they still retain everyday access and are being paid a high level of interest.

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Also, HSBC has launched a multi-million dollar marketing campaign. Themed “Missing something?”, the campaign shows customers they don’t need to choose between a high interest savings account and everyday banking access. It will run across print, television, radio, online and in branches.

The example below shows how on average HSBC customers are \$450.00 a year better off with HSBC’s Online Savings Account.

	HSBC’s Online Savings Account	Other banks’ standard Savings accounts
Monthly balance	\$7,500	\$7,500
Monthly interest	@4.50% pa = \$28.13	@0.10% pa = \$0.63
Monthly account keeping fee	Nil	May be charged
Total monthly transactions ¹	\$2.00	\$12.00 ²
5 ATM withdrawals	Nil	\$3.00 (\$0.60 x 5)
10 EFTPOS	Nil	\$5.00 (\$0.50 x 10)
5 BPAY via Internet	Nil	\$1.00 (\$0.20 x 5)
5 transfers via Internet	Nil	\$1.00 (\$0.20 x 5)
2 cheque payments	\$2.00 (\$1.00 x 2)	\$2.00 (\$1.00 x 2)
Monthly profit/loss	\$26.13	-\$11.38
Yearly profit/loss	\$313.50	-\$136.50
Total savings	\$450.00	

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Notes to editors

HSBC in Australia

In Australia, the HSBC Group offers an extensive range of financial services through a network of 35 branches and offices. These services include personal and commercial financial services, trade finance, non-advisory stockbroking, treasury and financial markets, funds management, investment advisory and securities custody.

* Deposits up to \$1,999 attract an interest rate of 0.50% p.a. Deposits of A\$2,000-\$4,999 attract 4.50% p.a. Deposits of \$500,000 and greater attract an interest rate of 5.25% p.a.

1. Based on 5 ATM transactions from any bank, 10 EFTPOS, 10 Internet transactions (excluding overseas transactions and telegraphic transfers) and 2 cheque payments.
2. Other banks’ typical transaction fees are: ‘Own’ ATM \$0.60, EFTPOS \$0.50, Internet \$0.20, cheque payments \$1.00.