



21 December 2006

HSBC PUSHES THE BOUNDARIES
LOW RATE CREDIT CARD WITH UP TO NINE MONTHS INTEREST FREE
IN ANNUAL HSBC SALE

HSBC's latest low rate credit card offer will provide up to nine months interest free on purchases and balance transfers. The market-leading proposition is one in a number of competitive offers available in the bank's annual post-Christmas sale.

From 26 December 2006 until 28 February 2007 HSBC's sale will offer:

- 6.25% p.a. on all new Online Savings Account balances until 31 March 2007. The combination of high interest rate and fee-free everyday transactional banking makes this award-winning account unbeatable value.
- 7.32% p.a. variable rate* on HSBC's Home Value Home Loan (12 basis point discount for the life of the loan) with half-price application fee, making one of Australia's most competitive home loans even more attractive.
- 0% p.a. on HSBC's Low Rate credit card purchases and balance transfers until 1 October 2007. That's zero interest for longer than any other card in the market.

"HSBC's annual sales shows that banks can offer genuine bargains at a time when consumers need access to more competitive finance," said Graham Heunis, head of personal financial services at HSBC Bank Australia.

"This is an excellent opportunity for HSBC to reinforce the strength of our retail bank offering – by talking to consumers about our products at the most popular retail shopping time of the year," he said.

Targeting consumers during the post-Christmas period, HSBC will advertise across a strategic combination of television, metropolitan and local print, online, radio, outdoor and direct mail.

News Release

HSBC pushes the boundaries in annual post-Christmas sale /2

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Notes to editors

Footnotes

* Comparison rate 7.36%p.a.

~ Interest rate of 0%p.a. applies to all purchases until 1 October 2007 as well as the first balance transfer application per account from other Australian store cards or non-HSBC credit cards. After this period, HSBC's Low Rate Credit Card purchase rate of 11.95%p.a. will apply to purchases and the cash advance rate of 15.95%p.a. will apply to the balance transferred.

HSBC Bank Australia

In Australia, the HSBC Group offers an extensive range of financial services through a network of 32 branches and offices. These services include personal and commercial financial services, financial planning, trade finance, treasury and financial markets, payments and cash management and securities custody.

Principal HSBC Group members operating in Australia include HSBC Bank Australia Limited (ABN 48 006 434 162), HSBC Precious Metals (Australia) Limited (ABN 98 001 930 392), HSBC Bank plc (ABN 98 067 329 015) and the Hongkong and Shanghai Banking Corporation (ABN 65 117 925 970). HSBC is marketed worldwide as 'the world's local bank'.

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