



16 December 2008

**HSBC PREMIER TAKES ON THE WORLD  
WITH GLOBAL TRANSFERS**  
WORLD'S FIRST IMMEDIATE PERSONAL BANKING FX TRANSFERS

\*\*\*View and transfer funds online between HSBC accounts in different countries<sup>i</sup>\*\*\*

\*\*\*FX transfers are automated and immediate\*\*\*

\*\*\*FX transfers with no commission fee and preferential FX rates\*\*\*

HSBC Bank Australia has launched Global Transfers, a world-leading technology that allows HSBC Premier customers, for the first time, to make immediate international fund transfers between their own HSBC accounts held in different countries.

No longer reliant on the cumbersome three-day process of a telegraphic transfer, Global Transfers provides HSBC Premier customers with a simple and convenient online experience for transferring funds between their HSBC accounts with a preferential foreign exchange rate, no foreign exchange fees and 24-hour access.

Global Transfers complements HSBC Premier's successful Global View, a service allowing HSBC Premier customers to see all of their HSBC accounts worldwide<sup>ii</sup> via a single login.

Andrew Carruthers, Head of HSBC Premier in Australia, said "HSBC Premier allows customers to take advantage of HSBC's global reach to access the most comprehensive globally-linked banking service in the world.

"Over 30 per cent of HSBC Premier customers in Australia have banking products with HSBC in multiple markets so the ability to transfer funds between accounts in different countries is critical to making their personal banking convenient and accessible on a global scale.

"More than ever in this period of financial volatility, customers can be reassured that HSBC is helping them to swiftly and efficiently move their funds to help manage their risk and take advantage of global opportunities.

"HSBC Premier's new Global Transfers breaks down international banking barriers that, until now, have made it difficult to quickly and easily transfer money across the globe.

"Global Transfers is a service unmatched by any other personal banking offering in the world. It gives HSBC Premier customers the connectivity they need to do their banking anywhere. It's this international connectivity that goes to the heart of what HSBC Premier is all about," Mr Carruthers said.

This news release is issued by

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News Release

## **HSBC Premier takes on the world with Global Transfers/2**

HSBC Premier provides a host of other premium banking services including:

- Access to a relationship manager who provides dedicated one-on-one service
- Ability to pre-open overseas accounts and transfer credit history
- International recognition and access to banking services and HSBC Premier centre lounge facilities across 41 countries and territories
- The ability to obtain a pre-approved overseas mortgage (up to 60 per cent Loan-To-Value) for up to three properties
- A credit card featuring special offers from 6,000 merchant in 41 countries
- Wealth management services and international market information for retail investors, access to choice of funds, local expertise and markets
- Emergency encashment facilities and 24-hour credit card replacement
- Preferential pricing on products and services

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### **Notes to editors**

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#### **Footnotes**

<sup>i</sup> 11 countries are currently offering the Global Transfers service, including Australia, Jersey, the UK, US, Canada, Hong Kong, and the UAE with more to follow shortly.

<sup>ii</sup> 27 countries are currently able to be linked to our Global View service, including Australia, Jersey, the UK, US, Canada, China, France, Hong Kong and the UAE, with more to follow shortly.

#### **HSBC Bank 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, 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) 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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