



HSBC Brings Back Bumper Annual Sale at DSF

*Prices cut on range of financial products
AED 25,000 Entertainer booklets on new credit cards
Cash prize of up to AED 3000 to be won*

11th January 2012

HSBC Bank Middle East announced the launch of its UAE Sale campaign for the second year running. The HSBC Sale which goes live today, offers customers reduced pricing on a range of banking and financial products throughout the Dubai Shopping Festival (DSF).

Running from 11 January 2012 to 29 February 2012, the HSBC Sale packs best-in-market lucrative discounts and special offers for customers on conventional and Amanah home finance, personal finance, vehicle finance and Premier and Advance accounts, as well as conventional credit cards.

"HSBC was the first bank ever to introduce such an extensive retail banking sale in the UAE last year and the response from customers was phenomenal. Therefore this year we have brought it back bigger and better, covering a wide array of conventional and Amanah products for existing as well as new HSBC customers," said Rick Crossman, Head of Retail Banking and Wealth Management, UAE, HSBC.

HSBC customers will find their dining and shopping experience double up as new credit card customers will win an Entertainer booklet with discount vouchers to the value of AED 25,000. The offer also includes a life-time waiver of annual fees as long as cardholders maintain the annual minimum spend specified.

The first 500 customers opening a Premier account and the first 500 customers opening an Advance account will receive a cash credit of AED 3000 and AED 2000 into their accounts, respectively provided they meet the specific terms and conditions.

Customers can obtain a personal loan and Amanah personal finance for amounts of up to AED 750,000, at an interest rate starting from 5.99%* p.a and a profit rate starting from 4.14%* p.a. respectively. In addition, customers will also get fee-free processing of the loan, an HSBC credit card with no annual fees* and a gift voucher worth AED 200.

Prospective homebuyers can pick up a bargain starting from 4.25%*p.a on conventional or Amanah home finance on completed properties with 100%, 50% and 25% off the arrangement fees for HSBC Premier, Advance and personal banking customers respectively.

“The DSF is one of the most popular retail shopping time of the year but given the conservative economic environment, we find customers are looking for cost effective solutions to meet their financial needs. The HSBC Sale presents an excellent opportunity for customers to plan their financial requirements for the entire year in advance and pick up personal finance, credit cards, vehicle finance and home finance. The campaign illustrates HSBC’s commitment to delivering consistent, compelling value propositions for our customers. We are confident our customers will find these great offers unmatched in the market,” Crossman added.

On vehicle finance, customers can benefit from highly competitive rates starting from 2.49%* p.a. requiring no salary transfer and an attractive balloon payment option.

*Terms and conditions apply. For more information on our Sale products, please visit our website: www.hsbc.ae/sale.

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About HSBC in the MENA Region

HSBC is the largest and most widely represented international banking organisation in the Middle East and North Africa (MENA), with operations in 14 countries. HSBC has branches and offices in the United Arab Emirates, Egypt, Qatar, Oman, Bahrain, Kuwait, Jordan, Lebanon, Pakistan, Algeria and the Palestinian Autonomous Area. In Saudi Arabia, HSBC is a 40% shareholder of Saudi British Bank (SABB), and a 49% shareholder of HSBC Saudi Arabia for investment banking in the Kingdom. In Iraq, HSBC holds a majority shareholding in Dar Es Salaam Investment Bank. HSBC also maintains a representative office in Libya.

This presence, the widest coverage of any bank in the region, comprises some 285 branches and offices, and around 12,000 people. In the full year 2010, HSBC made a profit before tax of \$892 million in the MENA region.

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