

4 March 2022

**HSBC AND A.S. WATSON GROUP ANNOUNCE  
NEW PARTNERSHIP TO REWARD CUSTOMERS**

*Up to 6x MoneyBack points & shopping discounts for HSBC Visa Platinum Card  
Cardholders at PARKnSHOP, Watsons and FORTRESS*

HSBC and A.S. Watson Group (ASW) today announced a new strategic partnership for HSBC Visa Platinum Card cardholders and MoneyBack members to enjoy a series of rewards and privileges through spending at all PARKnSHOP Group, Watsons and FORTRESS in Hong Kong. This follows an alliance established in 2019 when the two companies introduced the first-in-market interoperable instant rewards conversion between HSBC RewardCash and ASW MoneyBack points.

The new partnership will enable MoneyBack VIP members to earn 6x MoneyBack Points and 4x for non-VIP MoneyBack members by spending with HSBC Visa Platinum Card and at aforementioned outlets. Across the board, there will be instant discount of up to 8 per cent for shopping at these merchants on designated dates. All these benefits apply to online and in-store shopping. HSBC Visa Platinum Card customers can link their card to the MoneyBack mobile app to enjoy these new benefits.

**Amy Kam, Head of Cards and Personal Lending, Wealth and Personal Banking, Hong Kong, HSBC**, said, "As a leading bank in Hong Kong, we are delighted to partner again with A.S. Watson Group, which operates one of city's biggest networks of physical and online stores with a wide range of retail categories. Since 2019, nearly 100,000 users have made instant rewards conversion between HSBC Credit Card Reward Cash and ASW's MoneyBack points. It is a strong testament to the popularity and wide acceptance of MoneyBack points in the everyday life of our cardholders. The new partnership offers enhanced benefits and privileges, delivered through our well-established digital journeys to ensure a seamless and rewarding shopping experience for customers."

**Mandy Ng, Customer Director of MoneyBack and Chief Customer Insights and Analytics Officer of A.S. Watson Group**, said, "MoneyBack is the leading retail reward programme in Hong Kong with 3.8 million active members. Over the past 15 years, we have rewarded 60 billion points with a value equivalent to HK\$1.2 billion to our members, which they can use the points as cash direct and shop at PARKnSHOP, Watsons and FORTRESS. We are excited to step into another milestone with the Hong Kong's leading bank HSBC to turn shopping into more rewarding for our customers. MoneyBack members now can earn fantastic rewards easily when they shop at offline plus online (O+O) channels under ASW's retail brands with HSBC Visa Platinum Card at anytime and anywhere. Looking forward, we will continue to enhance exclusive O+O experience and provide attractive offers for our customers as our heartfelt thanks to their continued support."

In addition to exclusive discounts, cardholders will enjoy a range of value-added services, including free delivery, free experience on Watsons professional beauty service and registered Chinese Medicine Practitioner consultation service, as well as birthday offer at PARKnSHOP, Watsons and FORTRESS.

To celebrate the partnership, HSBC is running special promotions for HSBC Visa Platinum Card cardholders at ASW's network of merchants offline and online. (see Appendix).

From now until 31 July 2022, new HSBC Visa Platinum Card cardholders who successfully link their card to MoneyBack app and reach the spending requirement of HK\$8,000 will enjoy a welcome offer of \$1,000 RC.

For more information, please visit:

<https://www.redhotooffers.hsbc.com.hk/en/latest-offers/visa-platinum-asw-promotion/moneyback>

*Terms and conditions apply.*

***To borrow or not to borrow? Borrow only if you can repay!***

*ends/more*

**Notes to editor:**

Promotions	PARKnSHOP Group	Watsons	Fortress
Programme Period	4 Mar – 30 Apr 2022 (Every Friday to Sunday)	4 Mar – 30 Apr 2022	1 Mar – 30 Apr 2022
Eligibility	All HSBC Personal Credit Card Cardholders, with extra offers for HSBC Visa Platinum Cardholders in PARKnSHOP Group and Watsons		
Offer(s)	<p><b>In-store shopping:</b></p> <ul style="list-style-type: none"> <li>HK\$50 coupon upon spending HK\$500 or more at physical outlets</li> </ul> <p><b>Online shopping:</b></p> <ul style="list-style-type: none"> <li>HK\$50 e-coupon upon spending HK\$800 or more on website or mobile app</li> </ul> <p>Note: HSBC Visa Platinum Card cardholders can receive an extra HK\$20 e-coupon for purchases after linking their card to MoneyBack App.</p>	<ul style="list-style-type: none"> <li>HK\$30 e-coupon upon spending of HK\$500 or more at Watsons outlets and online shop</li> <li>HSBC Visa Platinum Card cardholders can receive extra HK\$20 e-coupon for purchases after linking their card to MoneyBack App</li> </ul> <p>Note: Cardholders are required to hold a MoneyBack App Account to get the Watsons e-coupon; each MoneyBack App Account can receive a maximum of two Watsons e-Coupons during the promotional period.</p>	<ul style="list-style-type: none"> <li>Upon successful registration on HSBC Reward+ Mobile App, cardholders can enjoy \$180 RewardCash (RC) rebate for single transaction of HK\$3,000 to HK\$6,499; and \$400 RC rebate for single transaction of HK\$6,500 or above</li> <li>Up to 50% off on selected items</li> </ul>

**About The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$3.0tn at 31 December 2021, HSBC is one of the largest banking and financial services organisations in the world.

**About A.S. Watson Group**

Established in 1841, A.S. Watson Group is the world's largest international health and beauty retailer operating over 16,400 stores under 12 retail brands in 29 markets, with about 130,000 employees worldwide. For the fiscal year 2020, A.S. Watson Group recorded revenue of US\$20.6 billion. Every year, we are serving over 5.5 billion shoppers via our O+O (Offline plus Online) platforms, providing tech-enabled retail experience to customers offline and online.

A.S. Watson Group is also a member of the world-renowned multinational conglomerate CK Hutchison Holdings Limited, which has four core businesses - ports and related services, retail, infrastructure and telecommunications in over 50 countries.

Please visit [www.aswatson.com/our-company/o-and-o-strategy/](http://www.aswatson.com/our-company/o-and-o-strategy/) for more information.

**About MoneyBack**

Since 2007, MoneyBack has turned shopping into fantastic rewards for families across Hong Kong. In 2017, MoneyBack started to go mobile, making it even quicker and simpler to turn points into perks. Earn points every time you shop at PARKnSHOP, Watsons and FORTRESS where points can be turned into cash vouchers for discounts on your shopping and you can check your points balance on MoneyBack App, even enjoy birthday gifts and exclusive member offers etc. Everything you need is in one handy place. You can share your points with your friends and family too. Share more. Enjoy more.

*ends/all*