

Press Release

**HSBC Taiwan's "HSBC Cashback Credit Card" was awarded Credit Card Product of the Year at The Asian Banker Taiwan Awards 2019**

- **HSBC Taiwan revamped its Cashback Credit Card with three revolutionary features**
- **The bank creates greater flexibility and freedom for customers to manage and use cash rebates**
- **HSBC cashback credit card recorded a growth rate of 18% YoY increase in number of new credit card issuance**

**Taipei, Taiwan, 23 October 2019** – Taipei Fubon Bank's "HSBC Cashback Credit Card" was awarded Credit Card Product of the Year at The Asian Banker Taiwan Awards 2019. The awards luncheon, which gathered the foremost decision makers in the financial services industry in the country, was held on 23 October 2019 at Mandarin Oriental, Taipei.

*Standing from left: Foo Boon Ping, Managing Editor, The Asian Banker; Representatives from HSBC Taiwan; Matt Dooley, International Resource Director, The Asian Banker*

**HSBC Taiwan revamped its Cashback Credit Card with three revolutionary features**

As a leading customer-centric financial institution, HSBC Taiwan enhanced its Cashback Credit Card with three revolutionary features. The bank insisted on the spirit of "Treating Customers Fairly" in the design of the cash rebate. HSBC Taiwan is the first bank in the country that provides both options for customers to manage the cash rebate they earned. The bank also improved its digital capability to support a paperless customer journey.

**The bank creates greater flexibility and freedom for customers to manage and use cash rebates**

HSBC credit card is delivered by three main channels via digital application and rewards platform, in the bank branch and through phone banking, to comprehensively fulfil the customers' needs. HSBC's global branch network also provides a unique advantage to its customers. Any HSBC branch in the world can connect back to Taiwan for a timely and professional assistance, as in the case of a customer who has lost his card overseas. This allows HSBC to provide world-class services globally.

**HSBC cashback credit card recorded a growth rate of 18% YoY increase in number of new credit card issuance**

The bank achieved double digit year-on-year (YoY) growth in terms of new card issuance and card spending with the per card average spending climbing to the third spot in the Taiwan credit card market. There was an 18% YoY increase in number of new credit card issuance and a 20% YoY increase on credit card spending from 2018 H1 to 2019 H1. The bank is also

planning to expand its partnership in the travel and e-commerce industry to achieve further success.

### **About The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Manila, Hong Kong, Beijing, and Dubai, as well as representatives in London, New York, and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is [www.theasianbanker.com](http://www.theasianbanker.com).

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