

Press Release

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HSBC Premier World MasterCard was awarded the Best Credit Card Product in Vietnam at The Asian Banker Vietnam Country Awards Programme 2017

- **HSBC's Premier World MasterCard created a comprehensive value proposition around its premier credit card product**
- **HSBC World MasterCard's key performance indicators stood out among peers**
- **HSBC implemented a number operational improvements to its credit card product**

Hanoi, Vietnam January 12th 2017— HSBC Premier World MasterCard was awarded the **Best Credit Card Product** in Vietnam for 2017 at The Asian Banker's Vietnam Country Awards Programme. The awards ceremony was held in conjunction with the inaugural The Future of Finance, Vietnam, an annual gathering for decision makers in the financial services industry in Vietnam, at the Pan Pacific, Hanoi, Vietnam on January 12th 2017.

HSBC's Premier World MasterCard created a comprehensive value proposition around its premier credit card product

HSBC's Premier World MasterCard is part of the broader "Premier" proposition, which offers standard Premier card perks such as preferential interest rates, better turnaround time, access to relationship managers, different branch queues, and almost instant global money transfer globally.

HSBC World MasterCard's key performance indicators stood out among peers

Although the HSCB World MasterCard only contributed 4% of the bank's total card base, it represents 15% of total card spending amount and revenue. Moreover, HSBC World MasterCard's profitability is higher than 6%. It continuously beat its peers in terms of annual transaction volume in the platinum card segment, with an active rate above 85%.

HSBC implemented a number of operational improvements to its credit card product

HSBC has made significant improvements to reduce the turnaround time for card applications and lessen error rates in reworking applications. In line with this, the bank is boosting data capturing capabilities in applications.

The Asian Banker Vietnam Country Awards Programme refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in Vietnam. Recipients of these awards are honoured in a gala event that recognises their efforts in bringing superior products and services to their customers. A stringent and comprehensive evaluation process determines the awardees.

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