

Media Release

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HSBC Platinum Cashback Card, Presents #SelaluLebih Anytime Anywhere for the Millennium Generation!

**** A credit card full of breakthrough from HSBC, designed to support smart shopping behavior for segment aged 25-35 years in the era of digital economy empowerment ****

HSBC Platinum Cash Back Card along with its special commitment **#SelaluLebih** officially launched today. It is designed to address the priority needs and challenges of Indonesian youth segment aged 25-35 years which according to a study by HSBC varies amid financial conditions that are mostly (44%) less established and instable.¹

HSBC understands that for the millennial generation, amid the diverse priorities that must be met, and the need for self-actualization and standing out among the crowd is important. However, due to the limited income and lack of personal financial management know-how, this segment often falls into impulsive behavior in shopping.

"It is a strategic segment that makes up 56% of the bankable population³. Recognizing the importance of proper support from financial products, HSBC Platinum Cash Back Card is designed to make transactions increasingly cost-saving, anywhere and anytime, so it is expected to support smart behavior in shopping through the innovative commitment of **#SelaluLebih** that accompanies it," said **Dewi Tuegeh, Senior Vice President, Retail Banking and Wealth Management at HSBC Indonesia**.

The following is the breakthrough feature of **#SelaluLebih** brought by HSBC Platinum Cash Back Card to its users:

- Users of this credit card will ALWAYS get cash back on every transaction that accepts credit card payments, and not tied to special offers, merchant, or period limit. 25% cash back for all categories of restaurant, supermarket and online transactions, as well as additional cash back up to 3% for any transaction anywhere.
- The amount of cash-back earned can be seen directly in each transaction, so card users can immediately calculate the total savings without having to wait for the monthly billing statement.
- They also do not need to make huge monthly transactions just to boost the cash back. Because the cashback is given to each transaction, regardless of the monthly spending.

To facilitate monthly budgeting, every transaction can be converted into instalment starting from Rp 50,000 per month.

The **#SelaluLebih** benefit offered by HSBC Platinum Credit Card Cash Back is formulated based on various studies, including the identification of customers' choices, where online transactions, supermarkets and dining are 3 of their 5 main options⁴. Further validation by HSBC has also been made through polls, which show that 1 of 2 respondents enthusiastically welcomed the privileges from HSBC⁵.

This information is issued by

**The Hongkong and Shanghai Banking
Corporation**

www.hsbc.co.id



This feature allows the Millennium generation to make transactions more wisely - without being affected by discount program or promos, and smart - because they still get up to 25% savings and other benefits, said Dewi.

Promoting Online Transactions, Supporting Digital Economy Strengthening in Indonesia

The 25% cash back on every online transaction is not only relevant to the needs and lifestyle of the Millennium Generation,⁵ it is also aligned with the government's efforts in expanding the role of the digital economy in order to strengthen the resilience of the national economy in the future.

E-Commerce transactions are expected to reach \$ 130 billion in 2020⁶, while the growth of e-Commerce in Indonesia is still about 1% partly due to a low level of bank account ownership, including credit cards, among young people aged 25-35 years old who are the biggest market (36%)⁷. HSBC Platinum Cash Back Card is expected to contribute by consistently supporting smart behavior in shopping among youth who will be the main actor in the country's economic productivity in the era of digital economy while Indonesia is enjoying a demographic bonus.

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