

March 15, 2021

HSBC celebrates the launch of new youth savings offer with a traditional Bermuda kite giveaway

HSBC Bank Bermuda Limited announces the launch of the MySavings Youth Account and Premier MySavings Youth Account, both designed to provide children with their first banking experience and teach them about good saving habits.

In celebration of Bermuda's unique culture of kite making during the Easter holiday season, every child who opens either of the two new youth accounts will receive a limited edition HSBC traditional Bermuda kite, made by local kitemakers at the Salvation Army. "In addition HSBC will provide a donation to the Salvation Army in the name of each child, thereby celebrating the unique design and craftsmanship skills of Bermudian kitemakers at this important charity," said Tanya Bule, Head of Wealth and Personal Banking and Marketing at HSBC Bermuda.

From the age of 7, children can open a new MySavings or Premier MySavings Youth Account with a minimum balance of \$25 and without incurring monthly maintenance fees. The account offers monthly interest and is the only children's savings account in Bermuda that rewards young savers, by providing quarterly bonus interest when no withdrawals are made in each qualifying 3 month period.



The bank account that grows with him

Save for the future with our new **MySavings Youth Account**
It's never too early to for kids 7 - 17 to learn about managing their birthday money and other monetary gifts responsibly.

- Open your account with a minimum deposit of \$25
- Earn a BONUS INTEREST quarterly
- No monthly fees

Receive a **FREE** gift at account opening.

Learn more at www.hsbc.bm/mysavings
Call 299 5959

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*Terms and Conditions apply. Available in BMD, USD, and CAD only. Interest rate is subject to change. Earn additional bonus interest for no withdrawals within each qualifying 3 month period. Child or under 18 will need an adult over the age of 18 to open their MySavings account. Issued by HSBC Bank Bermuda Limited, of 37 Front Street, Hamilton Bermuda, which is licensed to conduct Banking and Investment Business for the Bermuda Overseas Authority.

Time is the huge advantage children have over adults when it comes to saving. 'MySavings' is designed to help children and teenagers better understand that saving over time is how they grow their money and by keeping their savings and spending separate, children can learn to budget and manage their finances responsibly.

Tanya Bule further shared, "HSBC recognizes that it's never too early to start learning to manage finances prudently and the Bank is committed to working together with parents, to help teach their children how to become financially savvy at a young age."

Individuals are invited to visit www.hsbc.bm/mysavings to view the full details of the offer.

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Notes to editors:

1. HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. 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 US\$2,984bn at 31 December 2020, HSBC is one of the world's largest banking and financial services organisations.

2. HSBC Bermuda

HSBC Bermuda is a brand name of HSBC Bank Bermuda Limited. Founded in 1889, HSBC Bermuda is the leading provider of retail and corporate banking, investment, custody and fund administration services to international and local clients. Since 2004 it has been a wholly owned, indirect subsidiary of HSBC Holdings plc. HSBC Bank Bermuda Limited of 37 Front Street Hamilton is licensed to conduct Banking and Investment Business by the Bermuda Monetary Authority.

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