



**HSBC Happiness Customers Campaign (“Promotion”)
Terms and Conditions**

(Commences on 1 October 2024 & ends on 31 December 2024)

A. Promotion-Specific Terms and Conditions

1. This Promotion is offered by HSBC Bank (Singapore) Limited (“**HSBC Singapore**” or “**we**” or “**us**”). It commences on 1 October 2024 and ends on 31 December 2024 (or such other date(s) we may reasonably determine) (the “**Promotional Period**”).
2. This Promotion is offered by us to new and existing customers (excluding employees of HSBC Life (Singapore) Pte. Ltd. (“**HSBC Life**”) and HSBC Singapore) who purchase any new Eligible Insurance Policy (as defined in Clause 3 of this Section A below) through us during the Promotional Period (such customers, the “**Eligible Customers**”, and each, an “**Eligible Customer**”).
3. For the purpose of this Promotion, an “**Eligible Insurance Policy**” must fulfil the following:
 - (a) be any of the insurance policies (including any applicable riders) which are issued by HSBC Life and purchased from us during the Promotional Period, as set out in the table below (an “**Insurance Policy**” and collectively, the “**Insurance Policies**”):

Single Premium Plans	Regular Premium Plans
<ul style="list-style-type: none">• HSBC Life Retirement Income II[^] (single premium)• HSBC Life Sapphire Prestige Income II (single premium)• HSBC Life Wealth Builder (single premium)• HSBC Life Emerald Legacy Life III• HSBC Life Diamond Prestige IUL (single premium)• HSBC Life Jade Legacy Universal Life (single premium)• HSBC Life Jade Ultra Legacy Universal Life (single premium)	<ul style="list-style-type: none">• HSBC Life Sapphire Prestige Income II (regular premium)• HSBC Life ValueLife• HSBC Life Term Protect Advantage• HSBC Life Goal Builder• HSBC Life Retirement Income II[^] (regular premium)• HSBC Life Savings Protector II[^]• HSBC Life Wealth Builder (regular premium)• HSBC Life Diamond Prestige IUL (multi-pay) regular premium)• HSBC Life Jade Ultra Legacy Universal Life (regular premium)

[^]For HSBC Life Retirement Income II and HSBC Life Savings Protector II, you can only apply for these insurance plans from 1 October 2024 till 31 October 2024 (both dates inclusive).

- (b) be issued and incepted by HSBC Life by 31 March 2025; and
- (c) not be an Insurance Policy which was purchased but is subsequently cancelled during the free-look period of 14 days (i.e., within 14 days from the date of issuance of the relevant Insurance Policy).

4. (a) Each Eligible Customer is eligible to receive the relevant Basic Reward corresponding to the relevant column headed “Onshore Customers” or “Offshore Customers” of Table 1 below:

Table 1
Basic Reward

Onshore Customers i.e. Singapore residents	Offshore Customers
8% cashback on the first insurance premium paid* (subject to a maximum amount of S\$5,000 per Eligible Customer) (“Cash Basic Reward”)	Trip.com voucher(s) worth 8% of your first insurance premium paid* (rounded to the nearest Singapore dollar and subject to a maximum amount of S\$5,000 per Eligible Customer) (“Basic Reward Voucher”)

**For single premium Insurance Policies, the applicable cashback amount which an Eligible Customer will receive is determined based on the relevant Eligible Customer’s single premium amount divided by ten (10).*

- (b) Each Eligible Customer who has **no existing insurance policy which was previously purchased through us and in force as at the date of purchase of an Insurance Policy(ies)**, is eligible to receive the relevant Welcome Reward corresponding to the relevant column headed “Onshore Customers” or “Offshore Customers” of Table 2 below:

Table 2
Welcome Reward

Onshore Customers i.e. Singapore residents	Offshore Customers
Additional one-time S\$200 cashback per Eligible Customer (“Cash Welcome Reward”)	Additional one-time S\$200 worth of Trip.com voucher(s) per Eligible Customer (“Welcome Reward Voucher”)

- (c) Each Eligible Customer who has **at least one (1) existing insurance policy(ies) which was/were previously purchased through us and has/have not lapsed as at the date of purchase of an Insurance Policy(ies)**, is eligible to receive the relevant Loyalty Reward corresponding to the relevant column headed “Onshore Customers” or “Offshore Customers” of Table 3 below:

Table 3
Loyalty Reward

Onshore Customers i.e. Singapore residents	Offshore Customers
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Additional one-time S\$300 cashback per Eligible Customer (“ Cash Loyalty Reward ”)	Additional one-time S\$300 worth of Trip.com voucher(s) per Eligible Customer (“ Loyalty Reward Voucher ”)
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- (d) The Basic Reward, the Welcome Reward and the Loyalty Reward shall collectively be referred to as the “**Rewards**” and each, a “**Reward**”.
- (e) The Cash Basic Reward, the Cash Welcome Reward and the Cash Loyalty Reward shall collectively be referred to as the “**Cash Rewards**” and each, a “**Cash Reward**”.
- (f) The Basic Reward Voucher, the Welcome Reward Voucher and the Loyalty Reward Voucher shall collectively be referred to as the “**Voucher Rewards**” and each, a “**Voucher Reward**”.
5. In the event that an Eligible Insurance Policy purchased by an Eligible Customer during the Promotional Period is cancelled, rejected, or not successfully completed, such Eligible Customer will no longer be eligible for the relevant Reward. However, if the said Eligible Customer purchases another Eligible Insurance Policy within the Promotional Period, he/she will still be eligible to participate in this Promotion and receive the relevant Reward if the purchase of the Eligible Insurance Policy is successfully completed and all other criteria under this Promotion have been met.
6. The maximum amount of the Reward(s) will be capped at:
- (i) (for each Eligible Customer who is an Onshore Customer):
- (a) with no existing insurance policy previously purchased through us and in force as at the date of purchase of an Insurance Policy(ies): S\$5,200;
- (b) with at least one (1) existing insurance policy(ies) which was/were previously purchased through us and has/have not lapsed as at the date of purchase of an Insurance Policy(ies): S\$5,300; and
- (ii) (for each Eligible Customer who is an Offshore Customer):
- (a) with no existing insurance policy previously purchased through us and in force as at the date of purchase of an Insurance Policy(ies): S\$5,200 worth of Trip.com voucher(s); and
- (b) with at least one (1) existing insurance policy(ies) which was/were previously purchased through us and has/have not lapsed as at the date of purchase of an Insurance Policy(ies): S\$5,300 worth of Trip.com voucher(s),
- regardless of the aggregate amount of premium of the Eligible Insurance Policy(ies) purchased by the relevant Eligible Customer during the Promotional Period.
7. Barring any unforeseen technical delays and after we determine in our reasonable discretion that all criteria under this Promotion have been met:

- (i) the relevant Cash Reward(s) will be paid by HSBC Life to the relevant Eligible Customer via the relevant Eligible Customer's PayNow account (which is registered with such Eligible Customer's NRIC number) within 60 days after the 14-day free-look period. Proof of payment via the relevant Eligible Customer's PayNow account shall be deemed as conclusive evidence of payment by HSBC Life, and the relevant Eligible Customer's receipt of, the relevant Cash Reward(s). If the payment of the relevant Cash Reward(s) to the relevant Eligible Customer via such Eligible Customer's PayNow account is not successful, HSBC Life will arrange for direct credit into the relevant Eligible Customer's bank account, provided that such Eligible Customer has provided his/her bank statement to HSBC Life as proof of his/her ownership of such account; and
- (ii) the relevant Voucher Reward(s) will be issued to the relevant Eligible Customer in the form of e-vouchers. The relevant Eligible Customer will receive a redemption email within 60 days after the 14-day free-look period. The redemption email will be sent to the email address stated in the application form duly completed by the relevant Eligible Customer for purchase of the relevant Insurance Policy. Any redemption email which contains details of the relevant Voucher Reward(s) which is misplaced, lost, deleted or destroyed by the relevant Eligible Customer shall not be re-sent nor replaced by HSBC Life.

Any request for early fulfilment or partial fulfilment of a Reward will not be granted or entertained by us.

8. No voluntary cancellation of any Eligible Insurance Policy(ies) or reduction of premium of any Eligible Insurance Policy(ies) initiated or requested by any Eligible Customer is permitted within the first two (2) policy years of the relevant Eligible Insurance Policy(ies). If any Eligible Insurance Policy(ies) purchased by an Eligible Customer is voluntarily cancelled or altered by way of any reduction of premium of any Eligible Insurance Policy(ies) within the first two (2) policy years of the relevant Eligible Insurance Policy(ies), HSBC Life may recover or claw back the relevant Cash Reward(s) or Voucher Reward(s) from such Eligible Customer. By participating in this Promotion, each Eligible Customer undertakes to, immediately upon HSBC Life's request (whether directly or through us), pay HSBC Life the full amount of the relevant Cash Reward(s) or Voucher Reward(s) paid or issued to such Eligible Customer under this Promotion if he/she is no longer eligible to receive or retain the relevant Cash Reward(s) or Voucher Reward(s) for whatever reason. Each Eligible Customer further agrees that HSBC Life may either:
- (i) recover or claw back the relevant Cash Reward(s) or Voucher Reward(s) from such Eligible Customer; and/or
 - (ii) set off/deduct the amount of the relevant Cash Reward(s) or equivalent amount of the Voucher Reward(s) against any sums that may be due and payable by HSBC Life under the Eligible Insurance Policy(ies) purchased by such Eligible Customer.
9. The Rewards are not exchangeable for rewards points, credit or kind in all cases, whether in whole or in part. Specifically, the Voucher Reward(s) are not exchangeable for cash or other rewards. The Rewards are also not transferable or replaceable. We may substitute the Reward(s) with other item(s) of similar value.
10. This Promotion is valid in conjunction with other offers, campaigns, promotions, privileges and vouchers



except for the promotions as we may otherwise specify from time to time.

In other words, the same customer cannot receive both the Reward(s) under this Promotion, and any other gift or account credit or promotional rate from other promotions which are stated above or as we may otherwise specify from time to time.

11. Other general terms and conditions governing this Promotion apply. Please refer to the terms and conditions set out under the section headed "**General Terms and Conditions**" for details. The Promotion-Specific Terms and Conditions and the General Terms and Conditions shall collectively be referred to as the "**Promotional Terms and Conditions**".

B. General Terms and Conditions

1. Only personal accounts are eligible. The HSBC Account User Agreement, the Investment Terms and the relevant product terms (collectively, the "**Account Terms**") will apply to govern deposit, investment accounts and the relevant product respectively. In the event of any conflict or inconsistency between these Promotional Terms and Conditions and the Account Terms, in respect of this Promotion, the Promotional Terms and Conditions shall apply to the extent of the conflict or inconsistency.
2. We and HSBC Life shall be entitled to a reasonable period of time to process instructions and we and/or HSBC Life may not complete a transaction on the same day of receipt of the customer's application or instructions. Neither we nor HSBC Life shall be liable for any loss or damage resulting from any such delay in effecting instructions or transactions related to the Insurance Policy(ies).
3. We may determine in our reasonable discretion whether any given customer is eligible for this Promotion and/or whether such customer has met all of the relevant criteria or requirements under these Promotional Terms and Conditions.
4. All transactions in a currency other than Singapore Dollars ("**SGD**") will be notionally converted into SGD, at our prevailing exchange rate, to determine the transaction amount eligibility under this Promotion. The date on which the transaction is booked will be used for the purpose of determining the notional conversion rate into SGD for all transactions in a currency other than SGD. Where we are unable to provide a firm exchange rate quotation, we shall effect the transaction on the basis of a provisional exchange rate which shall be subject to adjustment when the actual exchange rate is ascertained and any resultant difference shall be debited/credited (as the case may be) to the customer through the originating account or any account that customer has with us or by such other means as determined by us. There may be a gain or loss when customers convert foreign currency. Customers are advised to make independent judgment with respect to any matter contained herein. For the avoidance of doubt, we shall not be liable for any delay in effecting such conversion, instructions or transactions.
5. We may revise these Promotional Terms and Conditions (including, but not limited to, varying the promotional mechanics under this Promotion or the Promotional Period) or withdraw or alter any part of this Promotion at any time with reasonable prior notice to you.
6. These Promotional Terms and Conditions shall not, nor shall any part of it, form the basis of, or be relied on in connection with, any transaction whatsoever. The specific financial objectives, personal situation and

particular needs of any person have not been taken into consideration. You should therefore not rely on it as advice. You may wish to seek advice from a financial adviser before undertaking any transaction. In the event that you choose not to seek advice from a financial adviser, you should consider whether the transaction in question is suitable for you. The precise terms and conditions of the relevant insurance policy are specific in the policy contract of such insurance policy. A product summary of the relevant insurance policy is available and may be obtained from us. You should read the product summary of the relevant insurance policy before deciding whether to purchase such insurance policy.

7. None and no part of these Promotional Terms and Conditions may be recorded, reproduced, shared, copied, stored or transmitted in any form or by any means, whether electronic, mechanical, photocopying, photographing, recording or otherwise without our prior written consent. These Promotional Terms and Conditions remain our property and all our rights are reserved.
8. HSBC Bank (Singapore) Limited and HSBC Life (Singapore) Pte. Ltd. are members of the HSBC Group. As buying a life insurance policy is a long-term commitment, an early termination of the policy usually involves high costs and the surrender value, if any, that is payable to you may be zero or less than the total premiums paid. It is also detrimental to replace an existing life insurance policy with a new one as the new policy may cost more or have fewer benefits at the same cost. All insurance policies and riders are underwritten by HSBC Life (Singapore) Pte. Limited. (Reg. No.199903512M) and distributed by us. Each of these insurance policies and riders is not an obligation of, a deposit in, or guaranteed by, us.
9. The insurance policies are protected under the Policy Owners' Protection Scheme which is administered by the Singapore Deposit Insurance Corporation (SDIC). Coverage for the relevant insurance policy is automatic and no further action is required from you. For more information on the types of benefits that are covered under the scheme as well as the limits of coverage, where applicable, please contact HSBC Life (Singapore) Pte. Limited. or visit the LIA or SDIC websites (www.lia.org.sg or www.sdic.org.sg).
10. These Promotional Terms and Conditions are governed by the laws of the Republic of Singapore and the parties submit to the non-exclusive jurisdiction of the courts of Singapore