



8 April 2025

Unveiling HSBC Privé: A Gateway to Unparalleled Luxury and Global Experiences

HSBC Singapore has unveiled HSBC Privé – its first premium credit card offering access to extraordinary global experiences curated exclusively for HSBC Global Private Banking clients. Following its debut in Hong Kong and subsequent launch in India, Singapore marks the next phase of the global rollout, with further expansion planned across key wealth hubs across Asia.

Launched in collaboration with Mastercard, HSBC Privé's privileges are designed for high-net-worth (HNW) and ultra-high-net-worth (UHNW) clients who are entrepreneurial, international and keen to expand their networks to discover new opportunities globally.

Tommy Leung, Head of HSBC Global Private Banking, South Asia at HSBC, said: "Our Global Private Banking clients lead dynamic, international lives, balancing business expansion with personal aspirations. They choose us not only for our distinctive wealth management approach and deep understanding of their needs, but also for our ability to provide bespoke solutions that extend beyond banking. HSBC Privé was designed with this in mind—offering not just exclusive privileges, but a gateway to extraordinary global experiences. We are excited to introduce this invitation-only card to our clients in Singapore, empowering them to explore the world with unparalleled ease and distinction."

Singapore continues to strengthen its position as a leading wealth hub, with a growing number of international and next-generation wealth clients seeking sophisticated solutions that extend beyond traditional banking. HSBC Privé is tailored to complement their highly mobile lifestyles, providing seamless access to prestigious private clubs, premium travel experiences, and top-tier hospitality worldwide.

Spending trends among the wealthy in Asia

Credit card spending by ultra high net worth and high net worth Mastercard cardholders in the Asia Pacific region have increased by 52% between 2023 and 2024¹, with notable growth in categories such as dining (+47%), travel (+58%), and live entertainment (+51%). These figures rose even further when cardholders were overseas, with spending on dining, accommodation, and live entertainment increasing by 59%, 58%, and 90% respectively.

Recognising these trends, HSBC Privé was developed using deep client insights to reflect how HNW and UHNW clients spend, travel and experience the world. Driven by a client-centric approach, HSBC Global Private Banking conducted in-depth studies in early 2024 to review recent market developments and future client needs. The bank's recent client survey² reveals that a vast majority of HSBC Global Private Banking clients are existing

HSBC credit cardholders in Singapore (77 per cent), and their feedback was instrumental in shaping the HSBC Privé proposition.

Ari Sarker, President, Asia Pacific, Mastercard, said “HSBC Privé is designed for people who strive for the same level of access and quality wherever they go. They are ambitious and deliberate in growing their network and influence. Mastercard is proud to partner with HSBC to offer an enhanced suite of experiences for HSBC’s Global Private Banking clients in Singapore as they travel and make meaningful connections around the world.”

Exclusive benefits designed for HSBC Privé cardholders

HSBC Privé offers a curated suite of privileges designed to match the global lifestyle and sophisticated preferences of Singapore’s private banking clients, including:

- **Exclusive access** — worldwide access to bespoke private clubs, members-only lounges and workspaces at more than 150 locations across Asia, Australia, Europe and the United States
- **Elevated travel** — A complimentary business class airline ticket with leading airlines, access to premium airport lounges worldwide, airport limousine transfers, hotel night stays, hotel loyalty membership upgrades and travel insurance
- **Exceptional lifestyle** — Complimentary tasting menus for cardholders and an accompanying guest at Michelin-starred restaurants and premium hospitality groups, courtesy green fees at select golf courses and fast-track to top membership status at iconic department stores in London and Paris

ends/ more

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Notes to Editors

1. Statistics provided by Mastercard.
2. The HSBC GPB Credit Card Value Proposition Survey was conducted between February and March 2024 with more than 200 existing Global Private Banking clients in Hong Kong and Singapore.
3. Terms and conditions apply.
4. For more information, visit <https://www.hsbc.com.sg/credit-cards/products/prime/>

About HSBC Global Private Banking

HSBC Global Private Banking helps clients manage, grow and preserve their wealth for generations to come. Its network of global experts helps clients access investment opportunities around the world, plan for the future with wealth and succession planning,

manage their portfolio with tailored solutions, and find the right support for their philanthropy. www.privatebanking.hsbc.com

The Hongkong and Shanghai Banking Corporation Limited

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About Mastercard

Mastercard powers economies and empowers people in 200+ countries and territories worldwide. Together with our customers, we're building a sustainable economy where everyone can prosper. We support a wide range of digital payments choices, making transactions secure, simple, smart and accessible. Our technology and innovation, partnerships and networks combine to deliver a unique set of products and services that help people, businesses and governments realize their greatest potential. www.mastercard.com

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