

16 September

**HSBC Armenia "Big Family" offer to Reduce Interest Rates on Residential property purchase loan**

HSBC Bank Armenia CJSC (HSBC Armenia) invited its customers and their children to celebrate the launch of the "Big family" offer on September 14, 2019. The event took place at HSBC Armenia Republic Square branch, located on 9 Vazgen Sargsyan street.

More than 100 people participated in the event. HSBC Armenia CEO Paul Edgar stated in his opening remarks, "As a leading bank in Armenia and around the world, we put relationships with our customers at the core of our business. We nurture these relationships throughout years by creating an atmosphere of trust and respect between us and our customers. We stand by our customers in good days and rainy days and are ready to support them in many important life decisions that they take from buying a property, having a family or expanding it."

While presenting the details of the offer to the customers, HSBC Armenia Head of Retail Banking and Wealth Management Mihran Muradyan said, "HSBC Armenia has developed this offer, adhering to its corporate social responsibility principles and aiming to build a long-term and strong partnership that puts the customer at the heart of its business. We always strive to tailor our products and services to our customers' needs. The "Big Family" offer is an indication of this approach."

Upon learning that there were several customers expecting family expansion in the near future, Mr. Muradyan made a surprise announcement, noting that the interest rate reduction for those customers will start from the first day of the offer, namely 16 September.

After the closure of official remarks, the event was followed by a number of fun and educational activities organized for children, including drawing, games with favorite cartoon characters, a chemistry lab show, a photo booth with a magic home backdrop, and other entertainment.

**About the Offer**

To be eligible for the "Big Family" offer, HSBC Armenia residential property purchase loan customer must submit an application with the Birth Certificate/ Certificate of Adoption of a child (children) born/adopted after 16 September 2019. Upon entry into force, the residential property purchase loan payments will be made at reduced interest rate. For each child's birth / adoption, the interest rate will decrease by another 0.25%, to a maximum of 0.75%, for 3 children **totally**. The reduced rate is valid during the whole period of the residential property purchase loan.

*-Ends/more-*

**HSBC Holdings plc**

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. HSBC serves customers worldwide from offices in 65 countries and territories in our geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,751bn at 30 June 2019, HSBC is one of the world's largest banking and financial services organisations.

**HSBC in Armenia**

HSBC Bank Armenia cjsc was established in 1996. The bank is a joint venture between the HSBC Group, which has 70 per cent ownership, and a member of overseas Armenian business with 30 per cent ownership. HSBC Armenia serves around 30 000 customers through eight offices located in Yerevan and around 392 employees. As of 31 December 31, 2018, the bank has assets of AMD 268 billion including the ones, allocated with the mediation of the HSBC Holdings plc.

*-Ends/ends-*