

### Important Risk Warning

- Equity Linked Investment and Structured Notes are complex products and you should exercise caution in relation to the product. This is a structured product which may involve derivatives. The investment decision is yours but you should not invest unless the intermediary who sells it to you has explained to you that the product is suitable for you having regard to your financial situation, investment experience and investment objectives.
  - This is a structured investment product, which is NOT a protected deposit and is NOT protected by the Deposit Protection Scheme in Hong Kong.
  - The price of structured products may move up or down. Losses may be incurred as well as profits made as a result of buying and selling structured products.
  - Investors should not make investment decision based on this marketing material alone.
  - Investment involves risk and past performance is not indicative of future performance.
- Additional risks are disclosed in the section of "Risk disclosure" below. Please refer to it for details.

## Equity Linked Investments (ELI) and Structured Notes (SN) Online Platform

1 Click "Investment">"Equity Linked Investments and Structured Notes" in your HSBC internet banking

2 Choose the preferred ELI or SN, click on the "arrow" to view the details

The screenshot shows the HSBC Internet Banking interface. Under the 'All products' section, there is a table of DCDC ELI products. The first product is DFHKB20000920005, which is a Medium-risk product with a 'Guarantee launch' status. A red box highlights a dropdown arrow next to the product code, indicating the next step in the process.

| Product code / Risk        | Launch status    | Fixed cash dividend rate (% p.a.) | Fixed cash dividend rate per period (%) | Day-in cash dividend rate (% p.a.) | Day-out cash dividend rate (% p.a.) | Stock code                                   | Stock name   |
|----------------------------|------------------|-----------------------------------|---|------------------------------------|-------------------------------------|--|--|
| DFHKB20000920005<br>Medium | Guarantee launch | 10.56                             | 0.88                                    | -                                  | -                                   | 00006.HK<br>00007.HK<br>00008.HK<br>00010.HK | Power Assets<br>Hoifu Energy Group Ltd<br>PCCW<br>Hang Lung Gr |

3 The tranche details will be expanded. Read through the product details, underlying past performance, download and read the offering documents and press "Invest this product" to proceed for order placement

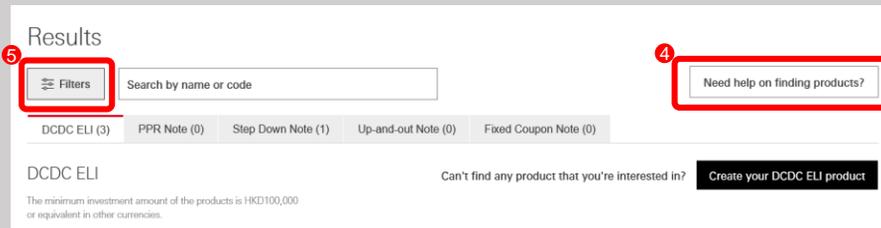
The screenshot shows the detailed view of the DCDC ELI 23Jun20(P)04 product. The page displays various details including the coupon type (Fixed Coupon), reference assets (Power Assets, Hoifu Energy Group Ltd, PCCW, Hang Lung Group LTD), and a list of documents to read before investing. A red box highlights the 'Invest this product' button at the bottom right of the page.

| Product code  | Status          | Fixed rate (%p.a.) | Flat rate (%) | Day-in rate (%p.a.) | Day-out rate (%p.a.) | Stock code                                   | Stock name  | Tenor (mth) | Structure type | Tranche |
|---|-----------------|--------------------|---------------|---------------------|----------------------|--|---|-------------|----------------|---------|
| DFHKB20000920005<br>DCDC ELI 23Jun20(P)04<br>Medium | Not reached yet | 10.56              | 0.88          | -                   | -                    | 00006.HK<br>00007.HK<br>00008.HK<br>00010.HK | Power Assets<br>Hoifu Energy Group Ltd<br>PCCW<br>Hang Lung Group LTD | 6           | Fixed          | 2020    |

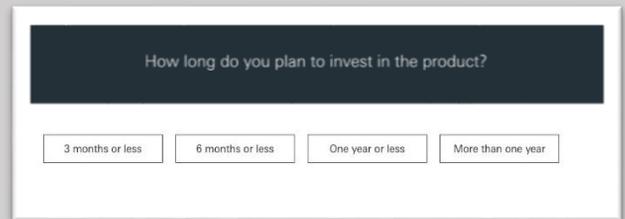
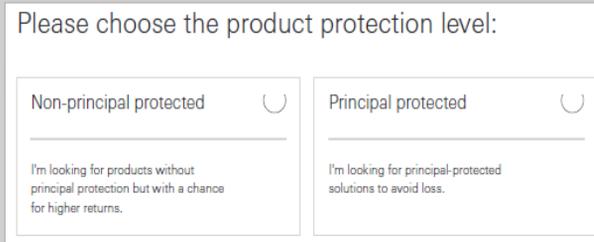
**Structured Note is exclusive for HSBC Jade clients who fulfil the Professional Investors requirements under the Securities and Futures (Professional Investor) Rules (Cap. 571D) ("PI Rules") only.**

This document does not constitute an offer for the purchase or sale of any investment products. You should carefully consider whether any investment products or services mentioned herein are appropriate for you in view of your investment experience, objectives, financial resources and circumstances.

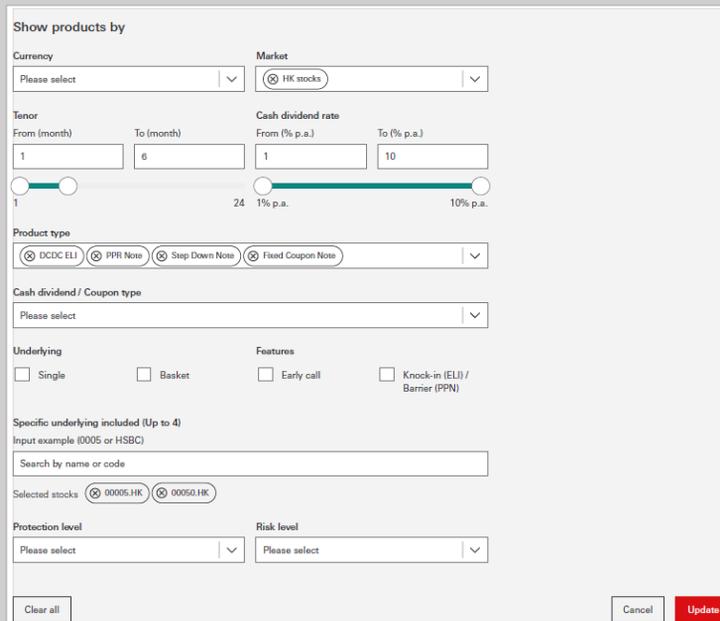
**No idea where to begin?** Make use of the **guided journey** or **filters** to narrow down the product list according to your investment preference.



**4 Guided Journey** to map out the products according to your investment needs step-by-steps by answering some simple questions\* regarding your investment preferences



**5 Filters** to sort the product by setting criteria\*, including but not limited to currency, tenor, cash dividend rate, features, and the specific underlying included



**\*Some options are only available for Jade Professional Investors.**

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# Underlying Past Performance / Tooltips

6 You can also take reference with the **underlying past performance** at the underlying tab and choose the display period freely



7 **Tooltips** are built around the page, mouse over to see the explanation of product terminology

| Product parameters                    |  |
|---------------------------------------|--|
| Risk level                            | High 6                                       |
| Currency                              | HKD  |
| Minimum investment amount             | HKD 100,000.00                               |
| Minimum launch size                   | HKD 1,000,000.00                             |
| Maximum launch size                   | HKD 27,239,625.00                            |
| Tenor                                 | 6 months                                     |
| Issue Price                           | 100.00% of nominal amount                    |
| Initial spot price                    | Closing price of the share on the trade date |
| Autocall Frequency ?                  | Daily  |
| Call Price ?                          | 110.00% of initial spot price                |
| Knock-in Price ?                      | 84.00% of initial spot price                 |
| Knock-in Frequency ?                  | Daily  |
| Exercise Price* ?                     | 85.00% - 90.00% of initial spot price        |
| Barrier Price ?                       | 10.00% of initial spot price                 |
| Fixed Cash Dividend Rate ?            | 14.64% p.a.                                  |
| Fixed cash dividend rate per period ? | 1.22% Monthly                                |

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**No desired products available? “Create your DCDC ELI” with few steps:**

Internet Banking English Log off

Portfolio Product list **Create your DCDC ELI product** Order status Your risk tolerance: Cautious Risk assessment

## Create your ELI product

How do you want to create the product?

**8** **Build your own product >**  
We'll take you through the steps to create your own product. You can select the underlyings and create the structured product based on your preferences.

Take reference from > existing products  
You can create your own product by modifying one of our existing products.

Manage your saved quotes >  
You can review, edit or remove the quotes that you've saved.

**8** You can **build your own product** by selecting up to 4 underlyings and set the desired parameters to solve the Exercise price or Cash dividend rate, then “Get quote”

Portfolio Product list **Create your DCDC ELI product** Order status Your risk tolerance: Cautious Risk assessment

## Build your own product

**Preview your selection**

| Show                                | Underlyings                     | Latest price | Previous closing price |        |
|-------------------------------------|---------------------------------|--------------|------------------------|--------|
| <input checked="" type="checkbox"/> | 00006.HK Power Assets           | 12.49        | -                      | Remove |
| <input checked="" type="checkbox"/> | 00016.HK Hoifu Energy Group Ltd | 22.23        | -                      | Remove |
| <input checked="" type="checkbox"/> | 00007.HK PCCW                   | 10.02        | -                      | Remove |
| <input checked="" type="checkbox"/> | 00008.HK Hang Lung Group LTD    | 121.00       | -                      | Remove |

Select from underlying list

Display historical data of the selected underlyings for 6 months

Pricing information on this page is at least 15 minutes delayed.  
Note that the underlying price information provided by Refinitiv is indicative only.

**Product parameter**

Currency: HKD Amount: 100,000

The minimum investment amount for this currency is 100,000

Tenor (months): 6

Cash dividend: Type: Fixed cash dividend Frequency: Monthly

Build structure: Knock-in price (%): 86 Frequency: Daily

Call price (%): 105 Frequency: Daily

**Your preferences**  
You can choose to solve the exercise price or cash dividend rate as you wish.

Exercise price **Cash dividend rate**

The exercise price (%) will be provided in the final quote.

Day-in rate (%p.a.)  
16.08

The rate will automatically be rounded up to a divisible number if necessary.

**Get quote**

**Your preferences**  
You can choose to solve the exercise price or cash dividend rate as you wish.

**Exercise price** Cash dividend rate

The cash dividend rate will be provided in the final quote.

Exercise price (%)  
85

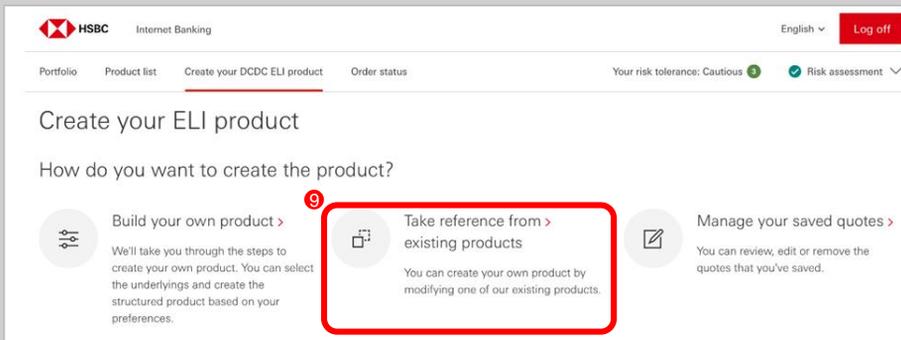
76 97.5

**Get quote**

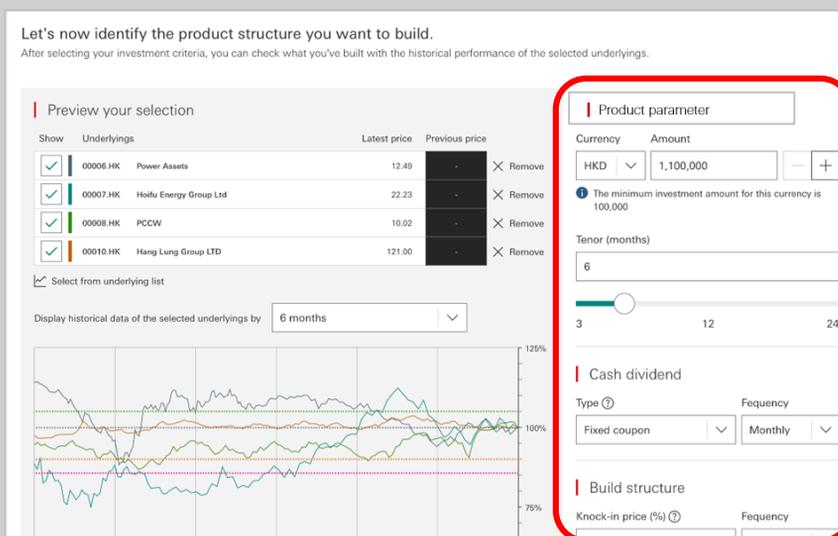
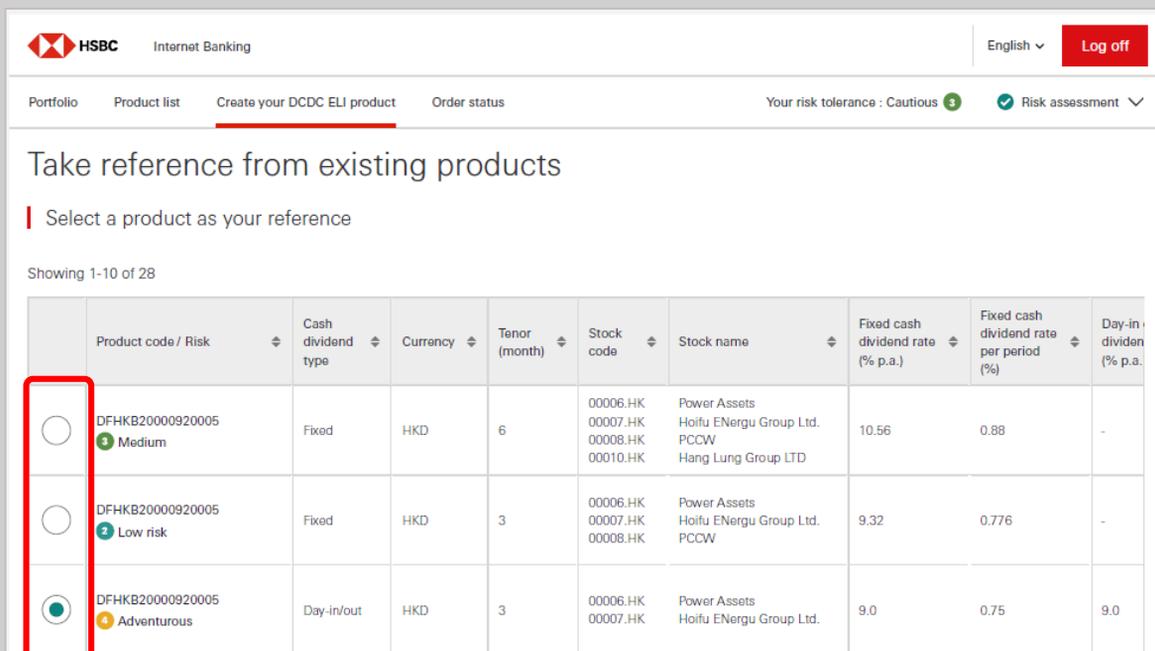
Please note that the “Create your product” feature is intended to be used by experienced ELI customers. For customers with less experience in the product or should you have any questions, you are encouraged to conduct a face to face discussion with your relationship manager.

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**No desired products available? “Create your DCDC ELI” with few steps:**



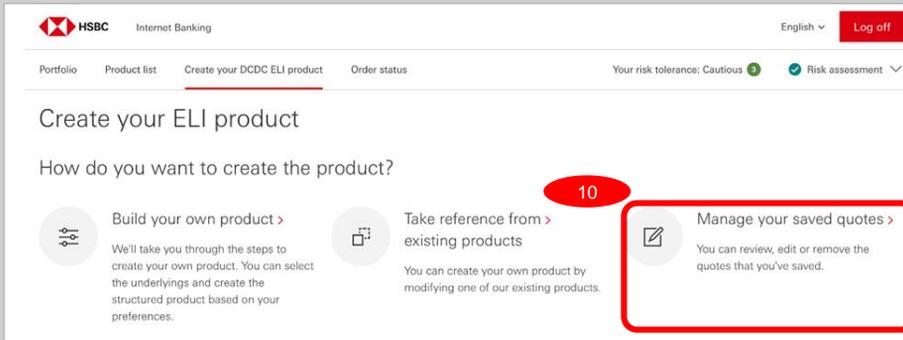
**9** You can also **take reference from existing products** and amend the prefilled parameters according to your own preference, then “Get quote”



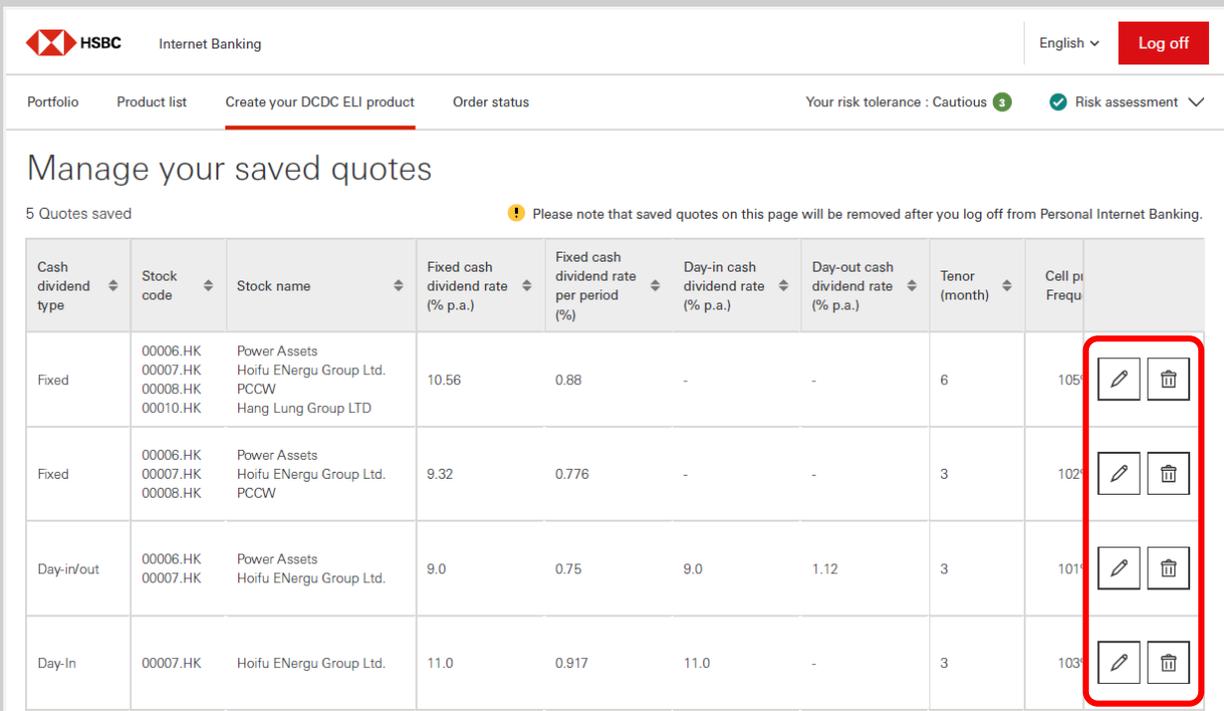
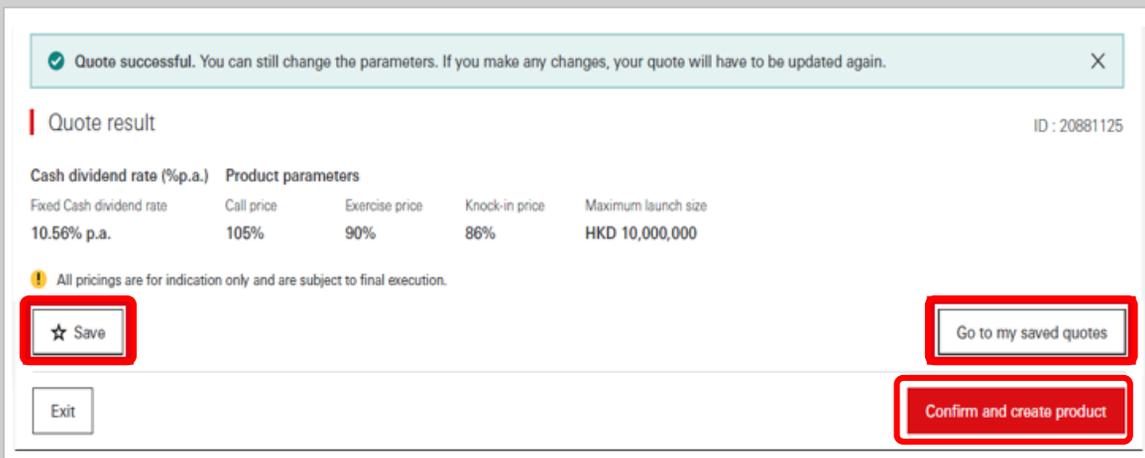
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## No desired products available? "Create your DCDC ELI" with few steps:



10 After the product quoted successfully, you can save or confirm and create product. You can always **manage your saved quoted** within the same login. You can invest in the product once you confirmed and created the product.



Please note that the "Create your product" feature is intended to be used by experienced ELI customers. For customers with less experience in the product or should you have any questions, you are encouraged to conduct a face to face discussion with your relationship manager.

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HSBC Internet Banking English Log off

Home How to place an order Order Status

1. Order details 2. Review order 3. Confirmation

### Buy order details

Please note the cut-off time for order placement is 3:00 p.m. HKT on each business day.

**11**

ELI Code / Name: **DWHKB1900001 00005 DCDC ELI 03APR19(P) 01**

Amount:  - +

Minimum Investment Amount is HKD 100,000.00  
Nominal Amount is HKD 10,000.00

Investment Account:

Settlement Account:

Available balance (for reference only): **HKD 69,908,652.01**

Settlement Method (At maturity if physical):  Underlying Stock  Cash

### Product details

ELI Type: **DCDC ELI**

Structure Type: **Variable Potential Cash Div Amt w/Day-in&out rate**

Currency: **HKD**

Tenor: **65 Day(s)**

Reference Asset(s): **HSBC HOLDINGS PLC (0005.HK)**

Offer Period: **9:00 a.m. HKT on 21 Jan 2019 to 3:00 p.m. HKT on 15 Mar 2019**

Trade Date: **21 Jan 2019**

Issue Date: **29 Jan 2019**

Expiry Date: **29 Mar 2019**

Settlement Date: **03 Apr 2019**

Trade Price: **100.00%**

Autocall Frequency: **Weekly**

Call Price: **101.00%**

Knock-in Frequency: **At Expiry**

Knock-in Price: **70.00%**

Floor price: **85.00%**

Exercise Price: **95.00% to 100.00%**  
The exercise price to be fixed on trade date and to be communicated on advice

Fixed Cash Dividend Rate: **2.50% Bi-monthly (15.00% per Annum)**

Day-in Cash Dividend Rate: **2.50% Bi-monthly (15.00% per Annum)**

Day-out Cash Dividend Rate: **1.00% Bi-monthly (6.00% per Annum)**

### 12 Suitability Checking

You should complete the suitability assessment of the investment before proceeding with this transaction based on your financial situation, risk tolerance, investment preference and other relevant personal circumstances.

Total net worth (excluding real estate properties / mortgages):

The amount profiled is your total net worth based on accounts held with HSBC. If you have assets/liabilities maintained outside HSBC, please input the total amount including both HSBC and non-HSBC net worth.

The investment amount in this transaction: **0.02% of your total net worth (excluding real estate properties / mortgages)**

Of your total net worth (excluding real estate properties / mortgages):  
The total investment amount in this transaction as well as your holding of i) the underlying stock(s) and; ii) other equity-linked investment(s) / structured notes(s) / other investment product(s) that have the relevant stock(s) as underlying asset(s):  
 Less than 20%  Equal to or more than 20%

The total investment in structured products (including this transaction):  
 Less than or equal to 50%  More than 50%

The total investment in equity-linked investments and structured notes / other investment products with the asset class of underlying relevant to this transaction (including this transaction):  
 Less than or equal to 40%  More than 40%

My risk tolerance: My overall risk tolerance level is 5 - **Speculative** (otherwise, please update the risk profile [here](#)), in which I confirm is applicable to this transaction.  
 Yes  No

### 13 Equity-linked investments are suitable for customers with the following investment preference.

|  |                                       |
|--|---------------------------------------|
| Risk attitude for this transaction   | <b>Adventurous or Speculative</b>     |
| Investment objective   | <b>Wealth Accumulation</b>            |
| Investment period  | <b>Less than or equal to 9 months</b> |
| Capital protection   | <b>No</b>                             |
| Liquidity (flexibility to early redeem the investment prior to scheduled maturity) | <b>Bi-weekly dealing</b>              |

Please confirm your investment preference criteria matches the above.  
 Yes  No

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**11** Input the investment instruction, including:

- Investment Amount
- Investment Accounts/ Settlement Accounts
- Settlement Method (Default as "Underlying Stock")

**12** Complete the Suitability Checking selection

**13** Confirm the investment preferences

**14** Click on "Preview Order" to review your order

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### Please review and confirm your order

Please note the cut-off time for order placement is 3:00 p.m. HKT on each business day.

|  |  |
|--|--|
| Instruction  | Buy  |
| ELI Code / Name  | DWHKB1900001<br>00005 DCDC ELI 03APR19(P) 01       |
| Order Amount   | HKD 170,000.00                                     |
| Investment Account   | HSBC Premier Investment Services<br>068-389253-888 |
| Settlement Account   | HSBC Premier HKD Savings<br>068-389253-888         |
| Settlement Method (At maturity if physical settlement is applicable) | Underlying Stock                                   |

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Review the order details

### Product details

|                            |  |
|----------------------------|--|
| ELI Type                   | DCDC ELI   |
| Structure Type             | Variable Potential Cash Div Amt w/Day-in&out rate  |
| Currency                   | HKD  |
| Tenor                      | 65 Day(s)  |
| Reference Asset(s)         | HSBC HOLDINGS PLC (0005.HK)  |
| Offer Period               | 9:00 a.m. HKT on 21 Jan 2019 to 3:00 p.m. HKT on 15 Mar 2019                                       |
| Trade Date                 | 21 Jan 2019  |
| Issue Date                 | 29 Jan 2019  |
| Expiry Date                | 29 Mar 2019  |
| Settlement Date            | 03 Apr 2019  |
| Trade Price                | 100.00%  |
| Autocall Frequency         | Weekly   |
| Call Price                 | 101.00%  |
| Knock-in Frequency         | At Expiry  |
| Knock-in Price             | 70.00%   |
| Floor price                | 85.00%   |
| Exercise Price             | 95.00% to 100.00%<br>The exercise price to be fixed on trade date and to be communicated on advice |
| Fixed Cash Dividend Rate   | 2.50% Bi-monthly (15.00% per Annum)  |
| Day-in Cash Dividend Rate  | 2.50% Bi-monthly (15.00% per Annum)  |
| Day-out Cash Dividend Rate | 1.00% Bi-monthly (6.00% per Annum)   |

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### Declarations

I have read and understood the Offering Documents from the Issuer and the Important Information from the Distributor provided, including but not limited to Important Information from the Distributor and Indicative Termsheet, Programme Memorandum, Financial Disclosure Document, Product Booklet, Addendum to Financial Disclosure Document and the key product risks highlighted therein, and I undertake to observe and be bound by the terms and conditions contained therein. I confirm that the Bank has not solicited the transaction or provided any recommendation of, or advice on, this transaction. This transaction is executed based on my own judgment.

I have read, understood and accepted, and undertake to observe and be bound by the Investor Declarations which are legally binding. I confirm that I understand the product is a complex product and I should exercise caution in relation to the product.

I confirm that I am not a person who:

- is a US citizen / with US nationality (regardless of dual nationality or citizenship or residence);
- is/are US resident(s) (regardless of nationality or citizenship);
- is/are US tax payer(s) (i.e. person(s) who has/have elected to be treated as US resident for US federal income tax purpose (regardless of nationality or citizenship) by attaching such election to his/het/their US federal income tax return);
- has/have a US address (e.g. primary mailing, residence or business address in the US)

I confirm that I've set aside at least 6 months of person/household expenses as liquid assets for unforeseeable personal or family emergency needs when considering the investment amount.

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Read and confirm the declarations by checking the check boxes

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[Confirm Order](#)

17

Click on "Confirm Order" to confirm order placement

HSBC Internet Banking English [Log off](#)

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### Confirmation

|                         |  |
|-------------------------|--|
| Order Date / Time       | 27 Mar 2018 2:18 p.m. HKT                          |
| Instruction             | Buy  |
| Investment amount (HKD) | HKD 120,000.00                                     |
| Investment account      | HSBC Premier Investment Services<br>001-320046-001 |
| Settlement account      | HSBC Premier HKD Current<br>001-320046-002         |
| Settlement method       | Cash   |

[Buy another](#) [Go to Order status](#)

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Order confirmed, review the order confirmation

### Product details

|                    |  |
|--------------------|--|
| ELI Type           | DCDC ELI   |
| Structure Type     | Fixed Potential Cash Dividend Amount                   |
| ELI Code           | DFHKB1813131   |
| Currency           | HKD  |
| Tenor              | 186 Day(s)   |
| Reference Asset(s) | HSBC HOLDINGS PLC (00005.HK)                           |
| Offer Period       | 9:00am HKT on 05 Nov 2018 to 3:40pm HKT on 05 Nov 2018 |
| Trade Date         | 05 Nov 2018  |
| Issue Date         | 13 Nov 2018  |

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## Risk disclosure

### Equity Linked Investments (ELI)

The following risks should be read together with the other risks contained in the "Risk Warnings" section in the relevant offering documents of the ELIs.

- You should note that this material does NOT form part of the offering documents of our ELIs. You should read all the offering documents of our ELIs (including the programme memorandum, the financial disclosure document, the relevant product booklet and the indicative term sheet and any addendum to any of such documents) before deciding whether to invest in our ELIs. If you have doubt on the content of this material, you should seek independent professional advice.
- Our ELIs are not listed on any stock exchange. There may not be any active or liquid secondary market.
- Our ELIs are not principal protected: **you could lose all of your investment.**
- Our ELIs constitute general, unsecured and unsubordinated contractual obligations of HSBC as issuer and of no other person (including the ultimate holding company of our group, HSBC Holdings plc). When you buy our ELIs, you will be relying on HSBC's creditworthiness. If HSBC becomes insolvent or defaults on its obligations under the ELIs, in the worst case scenario, **you could lose all of your investment.**
- Investing in ELIs is not the same as investing in their reference assets. The potential return in relation to an ELI will depend upon the performance of the reference asset on the relevant valuation date. Changes in the market price of the reference asset may not lead to a corresponding change in the market value of, or your potential payout under, the ELIs.
- You may, at settlement, receive physical delivery of reference asset(s).
- Our ELIs may be terminated early by us according to the terms as set out in offering documents of our ELIs.
- Our ELIs are not secured on any of our assets or any collateral.
- Our ELIs are structured investment products which are embedded with derivatives.
- Our ELIs are not covered by the Investor Compensation Fund.
- Investment returns (if any) not denominated in home currency are exposed to exchange rate fluctuations. Rates of exchange may cause the value of investments to go up or down.

**The Hongkong and Shanghai Banking Corporation Limited is the issuer and product arranger of our ELIs.**

**The information contained in this material has not been reviewed by the Securities and Futures Commission of Hong Kong or any regulatory authority in Hong Kong.**

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## Risk disclosure

### Private Placement Notes (PPN)

The following risks should be read together with the other risks contained in the "Risk Factors" section in the relevant offering documents of the PPNs

- You should note that the information contained in this website does NOT form part of the offering documents of our PPNs. You should read all the offering documents of our PPNs (including the offering memorandum, and the indicative term sheet) before deciding whether to invest in our PPNs. If you have doubt on the content of this website, you should seek independent professional advice.
- Not a time deposit - PPN is NOT equivalent to, nor should it be treated as a substitute for, time deposit. It is NOT a protected deposit and is NOT protected by the Deposit Protection Scheme in Hong Kong.
- Not principal protected – some PPNs are not principal protected: **you could lose all of your investment.**
- Investment Return Risk – It is possible that you may not receive any potential cash dividend amount for the entire scheduled tenor of the PPNs.
- Re-investment risk - If our PPNs are early terminated, we will pay you the nominal amount of the PPNs (less any cash settlement expenses) and any accrued potential cash dividend amount calculated up to (and including) that call date. No further potential cash dividend amount will be payable following such early termination. Market conditions may have changed and you may not be able to enjoy the same rate of return if you re-invest these proceeds in other investments with similar risk parameters.
- No collateral – PPNs are not secured on any of our assets or any collateral.
- Limited market making arrangements are available and you may suffer a loss if you sell your PPNs before expiry - Our PPNs are designed to be held to their settlement date. Limited market making arrangements are available on a bi-weekly basis for all our PPNs. If you try to sell your PPNs before expiry, the amount you receive for each PPN may be substantially less than the issue price you paid for each PPN.
- Not the same as investing in the reference asset – Investing in our PPNs is not the same as investing in the reference asset. Changes in the market price of the reference asset may not lead to a corresponding change in the market value of, or your potential payout under, the PPNs.
- Not covered by Investor Compensation Fund – Our PPNs are not listed on any stock exchange and are not covered by the Investor Compensation Fund. There may not be any active or liquid secondary market.
- Maximum loss upon HSBC's default or insolvency – Our PPNs constitute general, unsecured and unsubordinated contractual obligations of HSBC as issuer and of no other person (including the ultimate holding company of our group, HSBC Holdings plc). When you buy our PPNs, you will be relying on HSBC's creditworthiness. If HSBC becomes insolvent or defaults on its obligations under the PPNs, in the worst case scenario, **you could lose all of your investment.**
- Risks relating to RMB - You should note that the value of RMB against other foreign currencies fluctuates and will be affected by, amongst other things, the PRC government's control (for example, the PRC government regulates conversion between RMB and foreign currencies), which may adversely affect your return under this product when you convert RMB into your home currency. The value of your RMB-denominated PPNs will be subject to the risk of exchange rate fluctuation. If you choose to convert your RMB deposit to other currencies at an exchange rate that is less favourable than that in which you made your original conversion to RMB, you may suffer loss in principal. This product (if denominated in RMB) will be denominated and settled in RMB deliverable in Hong Kong, which is different from that of RMB deliverable in Mainland China.
- You may, at settlement, receive physical delivery of reference asset(s).
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**Making available to you any advertisements, marketing or promotional materials, market information or other information relating to a product or service shall not, by itself, constitute solicitation of the sale or recommendation of any product or service. If you wish to receive solicitation or recommendation from us, please contact us and, where relevant, go through our suitability assessment before transacting.**

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