

Beyond Money

HSBC 

MARCH 2015 | VOL 01

Feature Story

THE SANDWICH GENERATION

**Stuck in the Middle:
Strategies for
Sri Lankan Families
Struggling to Provide
for Children and
Elderly Parents**

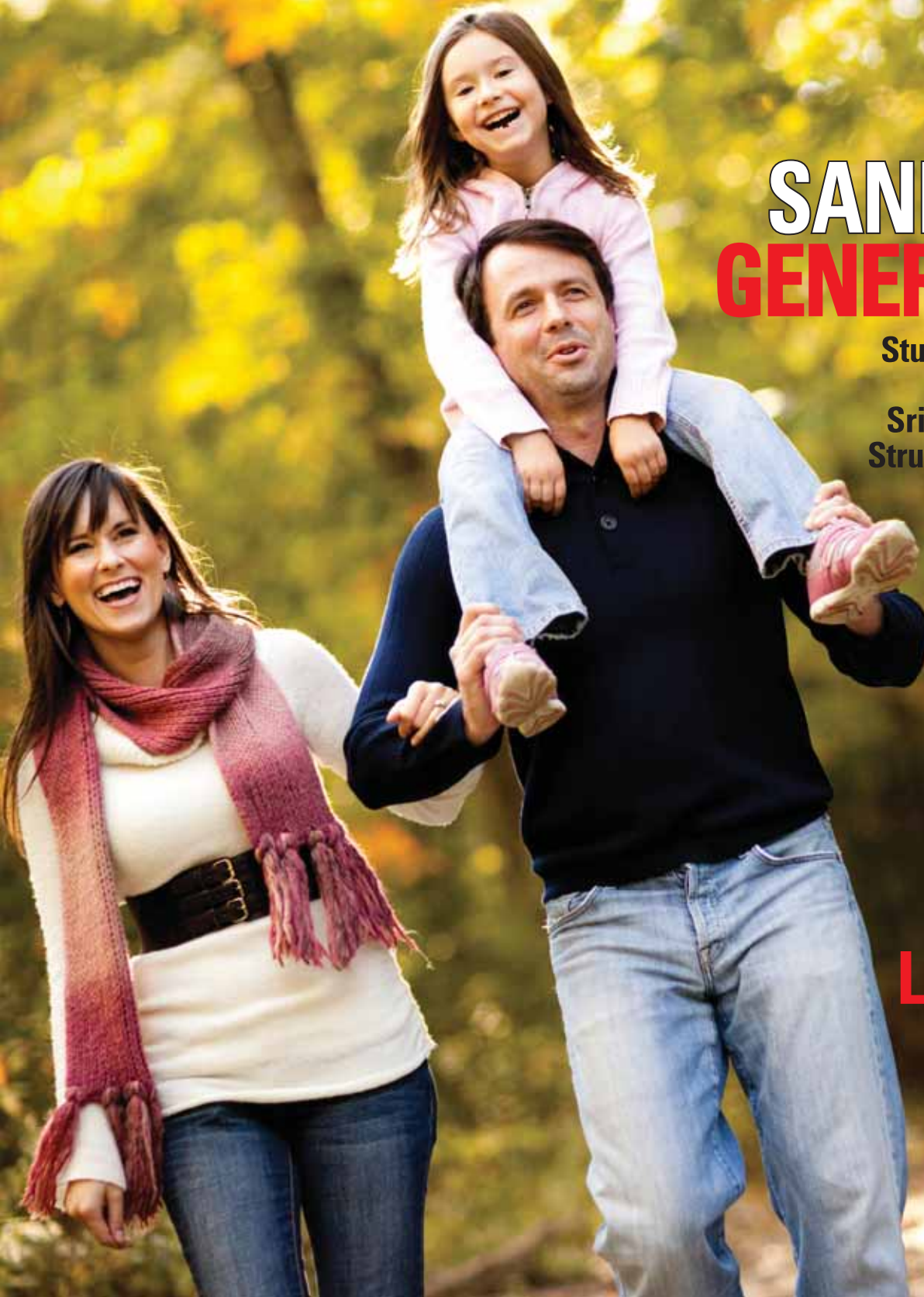
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Investing for the Long Haul

**Managing Personal
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The family
holiday
that turned
into a home.

It can be in the city, in the country, by the slopes or by the sea. There are some holiday destinations that create such cherished memories that you don't want to let them end. It's at these moments that you step back and look at the bigger picture. That's when you see what truly matters – your family, your home, your passions, your career and how they are all intertwined. When we look at your life in this way, we are able to see it all as part of your personal economy. Something that's unique to you and constantly changing. So at HSBC Premier we focus on providing personal support, for your personal economy.

Find out more at

hsbcpremier.com/personaleconomy

HSBC 
Premier

MESSAGE FROM HEAD OF RETAIL BANKING AND WEALTH MANAGEMENT



Dear Premier Customer

Beyond Money is our latest initiative dedicated to provide you insight on what matters to you most, connected to your personal economy.

Published biannually, Beyond Money will bring you interesting features covering a range of topics from investment to retirement planning and living your passion to leaving a legacy. Designed to meet your aspirations, Beyond Money will focus on what influences your personal economy and how you can make it thrive.

We at HSBC Premier look to foster a closer relationship with you by supporting your personal needs and helping you manage your personal economy.

In order to make this year a wonderful one for you and your loved ones, we have decided to bring you a range of credit card privileges that will complement your lifestyle during 2015.

While thanking you for your loyal patronage, we endeavor to truly enhance the experience of HSBC Premier making your journey more rewarding in 2015.

Nilantha Bastian

Head of Retail Banking and Wealth Management

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HSBC SRI LANKA

BEYOND MONEY + MARCH 2015

Beyond Money

Publisher HSBC Bank Sri Lanka.

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The Sandwich Generation

**Stuck in the Middle: Strategies for Sri Lankan Families
Struggling to Provide for Children and Elderly Parents**

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A generation of Sri Lankan families are finding they have to care both for elderly parents and offspring in school or university. In a society where extended family structures are widely prevalent the obligation to dedicate some time, shoulder responsibility and pick up some of the bills don't surprise many families. However, what many find awkward and are unprepared for is the extended period when support is now necessary, the greater than anticipated time demands and elevated financial commitments.

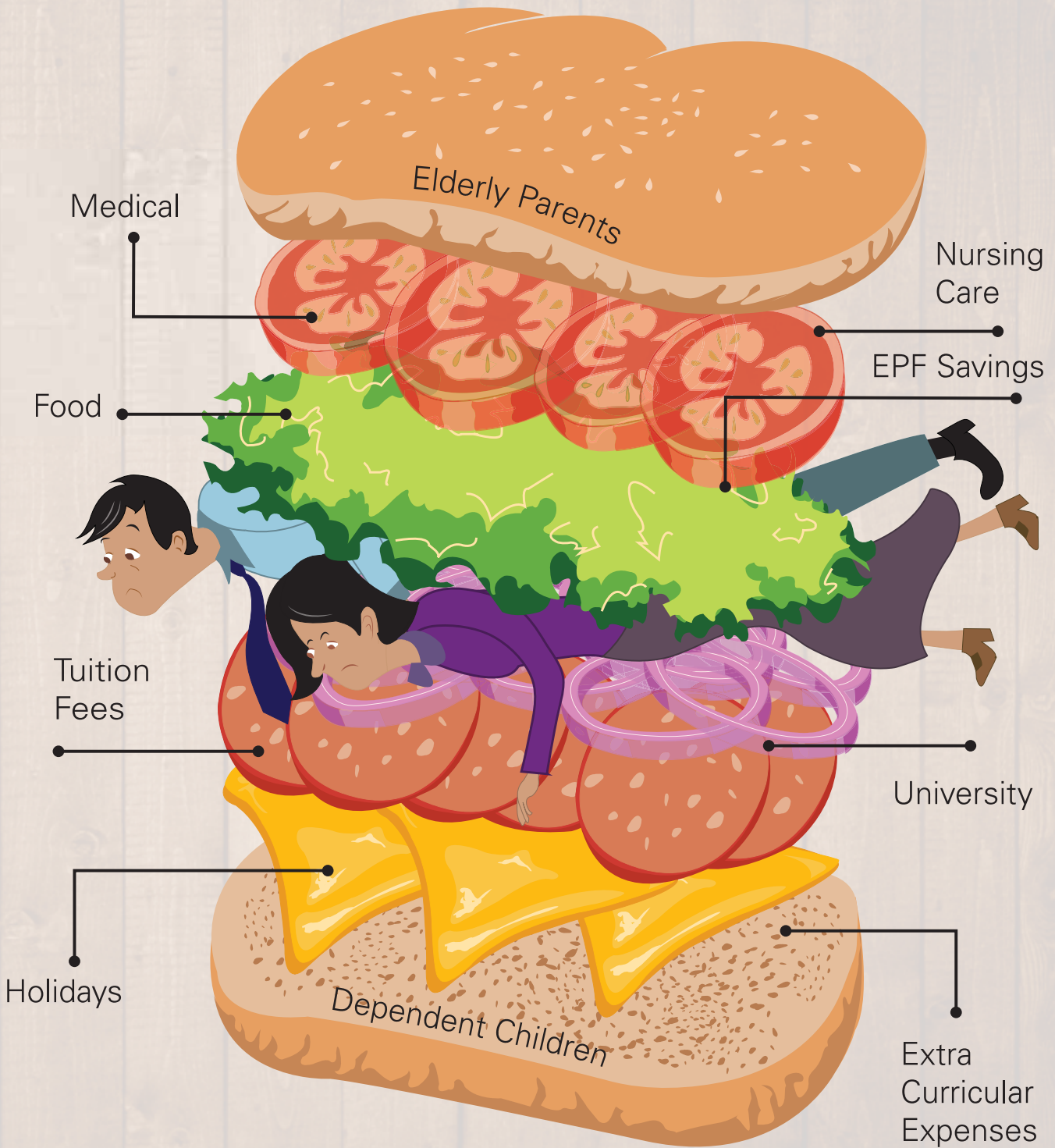
Demographics and accelerated economic development are driving the change. Firstly, people are living longer so children are providing for their parents for much longer, often the support extending in to their own retirement. Secondly, Sri Lanka's somewhat rapid economic progress since 2009 – coming off a low base

– has suddenly raised everybody's aspirations. Retirees are living and staying healthier for longer while kids now regard higher education at the best and most expensive universities an option.

Few families foresaw these dramatic new financial demands over an extended period. They are the new 'sandwich generation' caught between the needs of ageing parents and kids with excessive demands. The 'sandwich generation' typically started around 40 years – when both ageing parents and in-laws and kids demanded both time and financial resources-but it now extends to 60 years, because families have chosen to have kids later in life and advanced medicine has extended life.

Besides the added financial burden, the sandwich generation may also face a time crunch the responsibility of caring for two generations imposes. They may end up sacrificing their own passions and have little time for the activities they themselves enjoy.

A survey of the sandwich generation by the Economist Intelligence Unit found that a fifth of working age Asians fall in to this category. Typically they are between 30 to 45 years, married, supporting one or two kids and their parents and / or parents-in-law. The survey for the report was carried out in Australia, China, Hong Kong, Japan, Singapore, South Korea and Taiwan among middle class workers.



The Survey's Main Findings Include...

1

- Most members of the Asian Sandwich Generation are contributing to public and private pension funds but 42% anticipate their living standard to decline once they retire.

2

- Since becoming 'sandwiched'; about half have reduced their savings and investments. Many are also working harder to cover the added family expenses.

3

- More than three - fifths of Asian Sandwich Generation families agree that it is their responsibility to help their ageing parents.

4

- Children's education is the top expense for families caught in the Sandwich Generation.

5

- In countries where the social safety net is weak, caring for ageing parents is also a major family expense.

Caught in the middle?

Should you find yourself in a Sandwich Generation situation or expect that soon you will be, here are some ways to ensure that you don't have to sacrifice many of your life objectives while assisting your parents and providing for the children.



If you are in your

30s

Plan Ahead

Start investing for your retirement even if you are contributing to a compulsory retirement plan like the Employees Provident Fund.

Bear in mind the challenges of being in the Sandwich Generation and plan for lump sum requirements for children's education and parents' medical expenses. Consider education investment plans that pay out when your children are ready for university. Discuss retirement with your parents and parents-in-law, while they are still working.

If you are in your

40s

Enhance Income

As your retirement asset pool grows, consider diversifying in to alternative asset classes like real estate and even private equity. Alternative assets usually generate higher returns but are relatively illiquid.

Have a chat with your parents regarding their assets and about how they want to live as they age and the kind of healthcare and lifesaving measures they do or do not want.

Your spouse may consider re-entering the workforce for a while if your retirement nest egg seems inadequate.



If you are in your

50s

Manage Expenses

Plan how you will invest the retirement saving lump sums, like EPF and life insurance, wisely.

Make sure a portion of investments is maintained in relatively liquid asset classes.

You may consider delaying retirement or working part-time for a few years.

If you are in a crunch, don't exhaust your retirement savings on unplanned expenses. Look for alternatives like using your parents' assets to pay for their medical expenses or a different path to higher education for your children.



Q&A

HSBC's Head of
Premier Banking,
Aasiri Iddamalgoda



Taking Care of **YOUR** Personal Economy

A healthy economy is as important to an individual as it is to a country. While a country's economic outlook spells its success in terms of wealth creation and growth, an individual's personal economy is the cornerstone to living a happy, healthy and successful life.

However, in an era in which markets are constantly changing, financial institutions are rapidly increasing, luring customers with multiple financial instruments. As lifestyles become more demanding taking control of your personal economy can be a challenge.

HSBC Premier focuses on your personal economy, ensuring that it is unique to you and incorporates what you value most: your family, your home, your passions, your work and your legacy. The new HSBC Premier offers you a stress-free life, one that goes beyond money.

HSBC's Head of Premier Banking, Aasiri Iddamalgoda, discusses how the new HSBC Premier proposition supports your aspirations and personal economy.

HSBC has re-launched Premier. What is different about the proposition now?

At HSBC Premier, we have recognised that our customers across the globe share a common trait: each of them has a unique personal economy. The personal economy is interconnected to all aspects of their lives and are therefore always changing, requiring care and attention to grow. That's where we come in. To ensure that you enjoy the stress-free world of a HSBC Premier customer, we offer personal support to your personal economy. We changed the approach to HSBC Premier to place more focus on customer values and individual needs. Hence, we have placed more emphasis on

HSBC Premier provides personal support for your personal economy in four ways:



A dedicated Relationship Manager creates a financial strategy designed just for you.



Our success is measured on how well we meet your needs.



We are always there, whenever and wherever you need us.



Preferential access. Access some of the most prestigious banking products, services and rewards that we have to offer.

customers' personal economy, incorporating what you value most; your work, legacy, passions, living, family, experiences and home.

Why is this different from a typical banking product?

As HSBC's global flagship banking brand, HSBC Premier focuses on managing and providing holistic support to all our customers' financial needs. It's a proposition that consists of several products and services that add value and complement lifestyles.

To elaborate on a few products and services, Premier provides personal support to customers in managing their personal economies, no matter how incredibly complex they may be, by offering dedicated service through Relationship Managers, aided by a team of global experts. They provide customers financial advice and help them make informed decisions in financial and investment planning.

The HSBC Premier credit card is a financial tool that allows customers to enjoy unrivalled, exclusive local and global privileges in dining, shopping, travel, health and wellbeing, and lodging, coupled with several lifestyle events. We have also identified a few new initiatives for the future. Additionally, Premier customers are offered financial solutions, with preferential rates on loans to further support their changing lifestyles.

What does HSBC mean by 'personal economy'?

We believe your personal economy consists of all the inputs and outputs of your financial life and help you retain

the health of that wealth. There are two economies. Economy number one is the family economy, while economy number two is the global economy.

Your personal economy is always with you and is connected to every aspect of your life. Everyone has their own completely unique personal economy, as life consists of the things we value, such as our family, our career, our home, our experiences, our passions and our legacy, which are intertwined. It's by looking at how these interact and connect that HSBC Premier can help customers view their lives. This is what is meant by personal economy.

Successful people have various, often sophisticated expectations. Can you describe some of these?

Today's affluent and influential individuals have become increasingly connected to each other by what they have in common. Separated by distance, culture and creed, they are brought together by their unique beliefs regarding wealth and the world they share. These customers often want to experience new things that add value to their lives and their families, and HSBC Premier helps make these things a reality. We have lined up two new additions this year. The first being marine mammal and bird safaris with Cinnamon Nature Trails, where customers had the opportunity to see acrobatic spinner dolphins and witness the largest animal to inhabit the planet, the blue whale in Mirissa, on board a vessel chartered exclusively for Premier customers or enjoy bird watching in Mannar.

Personal priorities change over time. How can HSBC be part of such a realignment?

Priorities will always change within the personal economy. This is where the dedicated Relationship Manager adds value by conducting regular individual reviews, helping customers manage and maintain a balanced life.

You're saying that HSBC can assist customers to achieve their aspirations and life goals. How does a bank do this? What processes do you have for this?

As a global bank, we identify our customers' financial needs and provide tailor-made solutions to support them. If the decision is to purchase a new vehicle, we offer preferential interest rates and extended tenures to make this a reality. Premier continues to provide international reach, round-the-clock attention and preferential services that recognize a client's relationship with HSBC wherever they are in the world. ♦

**As a global bank,
we identify
our customers'
financial needs
and provide tailor-
made solutions to
support them.**

Premier Privileges for 2015

At HSBC Premier, we focus on providing personal support for your personal economy and as a part of this focus, we are glad to introduce to you some of the privileges your HSBC Premier Credit Card brings you, throughout 2015. Visit www.hsbc.lk for more details



Shopping & More



Colombo Jewellery Stores
15% saving until 31 December 2015.



Parfumerie
20% saving until 31 December 2015.



Camera Hub
20% saving on accessories until 31 December 2015.



Charter House
20% saving until 31 December 2015.



Travel & Leisure



MasterCard World Privileges.
Open yourself to a new world 2015.
www.worldcard.mastercard.com



Free Airport Lounge access in India.
www.mastercard.com
Valid until 31 December 2015



Jetwing Hotels
40% saving from 5 March 2015 until 30 April 2015 and 1 July 2015 to 31 August 2015. Call 112345700



Araliya Lounge

Premier customers can enjoy two free visits to the lounge from 1 April 2015 to 31 December. If you are a frequent traveller, you can still continue to enjoy the lounge access at a nominal charge of USD25 (excluding taxes).



Health & Beauty



Azmaara Spa Cinnamon Lakeside
40% Saving until 31 December 2015. Call 0112491047



Angsana City Club & Spa
Crescat City
30% saving until 15 April 2015. Call 112424636.



Ariyanna Spa
30% saving until 31 December 2015. Call 0112585662



FootRub Wellbeing Services (Pvt) Ltd.
20% saving until 31 December 2015. Call 0112596371



Simplifying life through the Premier Concierge service

Life just got simpler as we at HSBC Premier focus on you and your personal economy. Now, HSBC Premier customers can enjoy the luxury of having the next best thing to a personal butler, who takes care of a host of needs with around the clock assistance, be it ordering cakes or chocolates, flowers, wines/champaign's to making dinner/hotel reservations, purchasing gifts/hampers or renting a vehicle and many other services.

The newly re-launched Premier concierge is a comprehensive, all-in-one 24/7 service that offers peace of mind, convenience and freedom with almost any type of help a customer needs to manage his/her busy personal life.

Call Premier Concierge on 4472233.

Special offer for HSBC Premier



For those who've seen the wonders of the world, we want to turn your retreats into pleasurable adventures. Apply for an HSBC Visa Signature Credit Card for an annual fee of just LKR2,500/- and enjoy the following:

- 'Priority Pass', your key to over 600 VIP airport lounges
- 5X the Air Miles with our Mileage Partner Airlines
- Sensational savings on Business Class travel
- Luxury international indulgences





Ravi Abeysuriya,
Chief Executive
Officer of Candor
and Founding CEO of
Fitch Ratings Lanka

Investing for the Long Haul

Managing personal savings and investments is a quandary for many people. One of the biggest challenges individuals face is deciding how to invest for future needs. Finding your way through the hurly-burly of capital markets can be unnerving.

But letting your money sit idle isn't an option either. Low savings rates increase pressure for higher returns elsewhere. But will interest rates remain low for much longer? Is the dizzying high of the stock market for real?

Wealth management is about matching an investor to a portfolio. It is not stock picking or investing cleverly in real estate. A concentrated portfolio faces greater risk of loss than a well-diversified one. Wealth management begins by understanding yourself, understanding markets and finding a balance between capital preservation and future growth in your investment portfolio. Managing wealth is not about getting rich quick, or speculating on the stock market. Wealth management is a well-considered journey to prosperity. As people get richer the task of managing and retaining wealth becomes more complex. So how do you approach this?

Group Chief Executive Officer of Candor and Founding CEO of Fitch Ratings Lanka, the country's first credit rating agency, and Amba Research, Ravi Abey Suriya, CFA, speaks on intelligent investing and wealth management.

Abey Suriya has a wealth of knowledge and experience, having held senior positions in several leading institutions, including JP Morgan where he headed corporate finance, handling international equity placements and the restructuring of companies in Sri Lanka. In addition, he worked in private equity investment, consulted for the World Bank and the Government of Sri Lanka and was twice appointed as a commission member of the Securities and Exchange Commission of Sri Lanka. He was the Founder President of CFA Sri Lanka and also held the position of Director of Sri Lanka Insurance and Chairman of the Investment Committee (responsible for managing a Rs60 billion Equity & Fixed Income Portfolio). Abey Suriya is a Chartered Financial Analyst, a Fellow Member of the Chartered Institute of Management Accountants, UK and has an MBA from Monash University, Melbourne.

What are the top challenges of long-term retirement investing?

There are three key challenges. Firstly, what size nest egg do you need when you retire? By "retire," I mean live on investment income, rather than income from your human capital, such as your salary, professional or business income. I use a simple rule called the "Thousand Bucks Rule": If someone who thinks they will live about 20 years after retirement wants Rs1,000 per month, they need Rs240,000 as principal, ignoring inflation. If they want Rs100,000 per month, they must have Rs24 million available as capital, ignoring inflation.

Secondly, how do you preserve your capital without losing your original investment or principal, because investing involves risks or volatility of returns? That is, your investments

may not bring the desired outcome or expected returns.

Thirdly, how do you protect your capital from inflation, which erodes your principal or purchasing power?

What advice would you give to an inexperienced investor?

Investing is something you should do with professional help. Investing without obtaining the services of a professional investment advisor is like trying to do heart surgery on your own! My advice to high-net-worth individuals such as HSBC Premier customers is to use a professional who is not incentivised on upfront commission, has a proven track record and a high level of competence and is bound by a rigorous code of ethics and standards of professional conduct that is strictly enforced by a globally recognised institution. You should not entrust your life savings to a smooth-talking sales person. Equally, you should never entrust your money directly to an advisor. Instead, use a reputable bank. This reduces the opportunity for fraud, since the advisor does not directly handle your deposits or withdrawals.

When investing, an individual investor should always take a portfolio approach, which means he should evaluate individual asset classes and securities in relation to their contribution to the investment characteristics of the whole

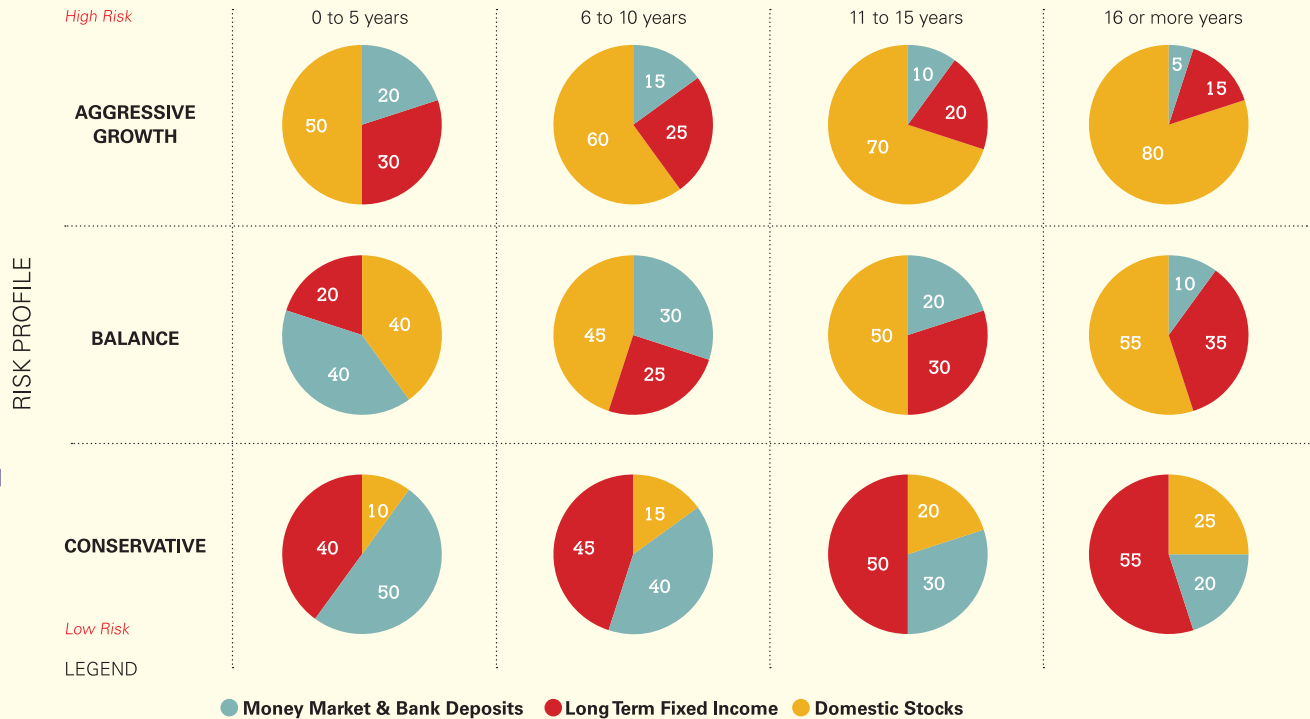
portfolio. Portfolio diversification helps investors avoid disastrous investment outcomes. For example, Roger Bruce, a 67-year-old Enron retiree held his entire retirement fund of \$2 million in Enron shares. When Enron shares fell from \$90 to zero between January 2001 and 2002, he was financially ruined. So the lesson is "to not put all your eggs in one basket" or, in other words, take a diversified portfolio approach and reduce the risk associated with their wealth without necessarily decreasing their expected rate of return.

Sri Lankans enjoyed high interest rates until recently and had become used to high-interest-paying bank and finance company deposits, as their primary mode of long-term retirement saving. However, since the end of the two-decade civil war, interest rates have declined over 50% and the rates are most likely to remain low going forward. Unlike with deposits, when investing you have to bear the risk of the value of your principal fluctuating due to market volatility. Many investors in Sri Lanka still think they cannot live with that risk. Going forward, it will be more accurate to say they will not be able to live without it. Without a carefully measured amount of risk in an investment portfolio, you either have to massively increase your savings to reach your retirement goal, or accept that you'll end up with less at the end.



Typical Asset Allocation Model for the US Capital Market

Years to Retirement



Asset allocation models are presented here for illustrative purposes only. The actual asset class percentages may vary according to particular client's objectives, i.e. return requirements and risk tolerance, and constraints, i.e. time horizon, liquidity needs, laws and regulatory restraints, taxation, unique preferences and circumstances and a particular country's economic, political and capital market expectations.

The danger of investing in stock markets is not losing the principal invested, as most investors in Sri Lanka presume. The Colombo Stock Market lost 8% in 2011 and still has a 17% per annum return over the past 10 years. The more serious risk is that you'll react to your losses by selling during a period of market decline, thereby denying yourself the benefit of a recovery. That's where the balanced portfolio of both stocks and bonds comes in. It'll help you stay invested in turbulent times, it will give you a good dose of the stock market's higher long-term return potential and it will help you avoid the dangers of not taking on a prudent amount of investment risk.

What are the portfolio investment options available to an individual investor?

investor?

Portfolio investment options for an individual investor could comprise of several asset classes, such as listed stocks, fixed income securities such as government treasury bills and bonds, listed corporate debt instruments and cash and cash equivalents. All these asset classes are liquid and easily convertible to cash. In stocks, you also have two classes: growth stocks and income stocks. Income stocks are less risky as they provide a steady income stream, i.e. dividends even in down markets. You also need to have some liquidity in your portfolio. The norm is to have an amount equivalent to your expenses for 3-6 months in the money market or in quickly-encashable savings instruments.

In addition, your investment portfolio

could comprise less liquid assets, such as real estate, gold, art, and various alternative investments, for example private equity. Many poor people invest in gold, which they pawn when they need money. The wealthy usually invest in land, houses or apartments to generate rental income and a capital gain on sale. In Sri Lanka, we do not yet have real-estate investment trusts (REITs) – although they are expected very soon – which provide people the opportunity to invest in real estate through the capital market, which is more liquid.

A professional investment advisor will construct a portfolio with a target asset allocation based on economic and capital market expectations, security analysis and a client's objectives and constraints as set out in the IPS. Asset allocation is an art as well as a science.

It's the investment alchemy by which you balance several ingredients for the proper admixture of risk and reward. What matters is the risk and return characteristics of different asset classes and correlations between these asset classes. For example, when interest rates go up, stock (and property) markets come down. The opposite occurs when interest rates come down, which is what we're experiencing in Sri Lanka today. What the advisor will try to achieve is a broadly diversified portfolio that is best suited to protect the client's wealth against market unpredictability.

What are the risks associated with long-term investing?

Risk management is an important part of the portfolio construction process. What is important is not the risk of any single investment, but rather how all the investments perform as a portfolio. When investing, you need to be concerned about "adverse selection" (the possibility of investing in the wrong place because of the difficulty of distinguishing between low-risk and high-risk investments) and "moral hazard" (the possibility of the company management not honouring its commitment once you invest and using the funds for a different purpose because it is able to 'tunnel' the funds out of the company it controls). To evaluate an investment, you should consider the different risks that could affect its performance.

Market risk considers a broader picture. If you invest in stocks, you have to accept that the overall economic and political condition of the country, or even world events such as the oil price, wars, etc. will cause your investment's value to fluctuate. Market risk is also relevant for investments in single companies, bonds and alternative investments. A market decline could impede an investment's performance, even if the quality of your investment remains the same. Investments also follow

Historical Actual Returns of Various Asset Classes in Sri Lanka

Asset Class	Average Annual Return % (Arithmetic Mean)
Equity (Stocks - ASPI)	17.33% (Annualized 10-year)
Open-ended Fixed Income Funds (September 2013 to September 2014)	8.15% (This is the average YTD return value of all the Open-ended Income Funds – UTA Performance report September 2014)
Sri Lanka Money Market (September 2013 to September 2014)	6.34% (This is the average YTD return value of all the Open-ended Money – Market Funds – UTA performance report September 2014)
(Sri Lanka Government Securities September 2013 to September 2014)	5.18% (This is the average YTD return value of all the Open-ended Gilt-edged Funds – UTA performance report September 2014)

trends. For example, real estate could appear to be a "good" investment, encouraging more people to buy real estate, driving up prices for some time. Once the overall sentiment of investors switches to the belief that real estate is overpriced, your property could lose potential value even though the structure hasn't changed.

Default risk is related to the quality of the underlying investment, and it is more apparent when investing in a single company through stocks or bonds. If the company or even a financial institution is mismanaged and goes bankrupt, it is possible you won't receive the promised return or the capital you invested. Liquidity risk is how quickly you can convert your investment into cash, without losing in

the process. Inflation risk, as explained earlier, is the decline in the purchasing power of the Rupee due to inflation over time. Returns from investments that provide safe but low returns may not keep pace with inflation. Interest rate risk arises when market interest rates change, which can erode the capital of fixed-income instruments. For example, if you invest in a debt instrument at a low coupon rate and market interest rates go up, you may incur a capital loss if you sell your fixed income instrument prior to its full term. Conversely, if you invest at a higher coupon rate and market interest rates decline, you can benefit from capital gains if you sell your investment prior to its full term.

What are the portfolio structure options for someone with 30 years





until retirement?

Your ability to take risk presumably reduces with age. There is a simple rule “equity = 100 minus age,” for example, someone who is 30 can have an equity allocation of $100 - 30 = 70\%$ (it could be less, depending on that individual’s risk appetite, which is a function of your ability and willingness to take risk). If you are 60, you should have 40% in equity, or even less because volatility makes equity a higher risk class. You need to have the staying power for three to four years until the equity markets recover. In your thirties, you have a longer time horizon to recover from a stock market crash, whereas you may not be able to afford it in your sixties.

Which macroeconomic factors should Sri Lankan savers keep an eye on?

You should closely watch macroeconomic fundamentals, particularly inflation and the budget deficit, to see whether low inflation and low interest rates can be sustained. How the government manages their financials is fundamental, and low interest rates are a factor of prudent

fiscal and monetary policy. If there is crowding out by the government and borrowing from banking sources, interest rates can go up.

External shocks can also have an impact, particularly in things like oil prices. Oil prices have been coming down continuously for the past four to five years, but if they shoot up to \$120, the Sri Lankan economy will be in difficulty due to our dependency on oil imports. Shocks can also come from the effects of deflation in other countries, because we are an exporter. However, if Sri Lanka generates an economic growth rate of around 7-8%, our stock market will continue to outperform.

When saving for a child’s higher education overseas, are overseas investments allowed and viable?

When it comes to children’s education overseas, the key challenge is the exchange risk. I recommend building some capital in the currency in which you expect to pay for your child’s education so that you can hedge the exchange risk, in case the Rupee

depreciates. Most people start looking at funding their children’s education when they apply for the student visa, which is a mistake. In order to obtain the student visa, you need to show proof of funding. You need to build up a portfolio of mainly fixed-income assets, with limited equity exposure, unless you have a time horizon of about three to four years.

There are many asset management companies abroad that offer a variety of investment products such as foreign equity, fixed income, commodities, currencies, precious metals, REITs, etc. However, investments overseas for Sri Lankan resident individuals are restricted to a maximum of \$100,000 through an Outward Investment Account (OIA) opened in a licensed commercial bank subject to the prior written approval of the Minister of Finance/Controller of Exchange. Permitted investments are limited to shares of companies incorporated outside Sri Lanka, sovereign bonds issued by foreign governments and governmental organizations rated at or above the sovereign credit rating of Sri Lanka. ♦

Golf – The Premier Game

September 2014



The annual HSBC Premier golf tournament was held at the Nuwara Eliya golf club, with over 120 HSBC Premier golfers participating in the event.

Veteran golf player Roshini Sangani clinched the HSBC Premier Challenge Trophy 2014, becoming the overall winner in the C division, seniors and ladies category, while Rohan De Silva was adjudged the overall winner in the A and B divisions.

The winners were presented with fully sponsored hospitality packages to witness the HSBC WGC champions tournament

at the Sheshan International Golf Club in Shanghai, China.

A unique feature this year was the first ever pre-event entitled 'Swing under the stars', which tested the accuracy of participants with only a driver and paved the way for a fun and competitive competition of night golf on 5 September. Golfers had to swing an LED-lit golf ball which illuminated with every stroke, lighting up the atmosphere. This unique competition was much enjoyed by all participants, with Amal Cabraal winning the event for control and accuracy of his drive. ♦

Capturing nature's beauty through a professional lens

September 2014



A group of Premier customers gathered at the Laksala Museum Gallery to listen to veteran wildlife photographer Chitral Jayatilake in an interactive session focusing on theory and techniques. Organized exclusively for Premier customers, the family oriented educative programme included additional sessions on personal portraits and an art corner for kids. This special Premier programme also offered Premier customers the opportunity to join customised wildlife tours exclusively organised for them. The photography and wildlife programme is part of a series of lifestyle events linked to family, life and experience, which builds on the concept of 'personal economy' in-line with the recent Premier re-launch in Sri Lanka. ♦

Fashion all the way with HSBC Colombo Fashion Week

October 2014

The HSBC Colombo Fashion Week (CFW) has set the stage for a new era of fashion in the Asian region. It's the first fashion week in Asia to incorporate the resort wear category into its annual fashion calendar becoming a significant four-day event attracting both renowned as well as up-and-coming designers from Sri Lanka, the US, India and Bangladesh. The 2014 Resort edition of CFW took place in Negombo, and included a 'Fashion + Food' series. ♦



16



The Antire Solooshen Summit – an exclusive show for Premier customers

October 2014

It was a packed Premier audience at Puswedilla's "Antire Solooshen Summit" on 19 and 24 October 2014, at the Lionel Wendt Theatre in Colombo. Puswedilla Part 5, which received an overwhelming response from a wide audience, had two exclusive screenings for Premier customers with tickets being offered at a special rate by the bank, on a first come first served basis, at the HSBC Premier Centre in Colombo. ♦

HSBC hosts Premier customers in Kandy

October 2014



In an ongoing series of lifestyle events planned around the 'Personal Economy' of HSBC Premier customers, the bank hosted its Premier clientele to an exclusive evening of fashion and entertainment at the Earl's Regency Hotel in Kandy. Showcasing the latest trends in season



were the top retail clothing and jewellery brands namely Hameedia, Kelly Felder, Amante and Colombo Jewellery Stores with their unique designer creations and exquisite collections. Premier customers in Kandy also got the opportunity to enjoy some special benefits to enhance their shopping

experiences at these fashion partner outlets, during the week ending 17 October 2014. This event forms a part of the series of lifestyle enhancing initiatives organised by HSBC Premier, focusing on the most important economy of its Premier customers - their own personal economy. ♦

Whale watching

December 2014



HSBC Premier customers got the opportunity to catch the thrills and spin of the Acrobatic Spinner Dolphins, and witness the largest animal to ever inhabit the planet; the Blue Whale, with Chitral Jayatilake, and Vimukthi Weeratunga on board a vessel chartered exclusively for HSBC Premier. It was a remarkable experience for the customers as they witnessed 5 Whales and over 300 dolphins during this tour. ♦

Christmas shopping at Odel

December 2014



HSBC Premier ushered in the festival season with a series of events leading up to Christmas. Among them was the first- ever CFW Design Trunk show and an exclusive seasonal designer wear collection by renowned designers. HSBC Premier customers had the opportunity to purchase their favourite designer wear, while enjoying a 20% saving on their credit/debit card. In addition, the HSBC annual shopping extravaganza at Sri Lanka's premier department store, ODEL was held on 6 December with Premier customers enjoying a 30% savings on their bills. ♦

An exclusive nature trails tour for HSBC Premier customers

February 2015



HSBC Premier members joined Vimukthi Weeratunga (Senior Wildlife and Fisheries Biologist) and Chitral Jayatilake on a photographic tour to Mannar, where they got to participate in a workshop on photography and the speciality of the wildlife in and around the area. ♦

Help us improve our service!



At HSBC Premier helping you manage your personal economy is our priority. We want you to make the most of life's rich possibilities. To ensure that you get the best you deserve we are constantly looking at ways of improving our service.

We would like to invite you to help us improve our service and thereby your experience with HSBC by taking part in our Customer Experience Survey.

We have engaged the services of an independent research agency, The Nielsen Company Lanka (Pvt) Ltd., to conduct this survey and you may be contacted by them to rate our service.

During the months of January 2015 to January 2016, you might be invited to participate in a telephone interview between 9:00am and 6:00pm from Monday to Saturday. The interview will last for about 10 minutes.

During the survey, the agency will seek your opinion on the service standards of HSBC staff. The call may be recorded for record-keeping, training and quality-assurance purposes. Further, we would like to reassure you that we have not shared any of your personal financial information such as account details, account balances etc. with the research agency. You are also not required to divulge any personal financial information during the course of the interview.

Please feel free to contact us on our Customer Solutions hotline 11 4 511 566 or e-mail us via customersolutions@hsbc.com.lk for any feedback relating to the above.

In the event you do not wish to be contacted for the above survey, please get in touch with us using one of the following channels:

E-mail	anushapinnapola@hsbc.com.lk
Website	www.hsbc.lk/Customer-survey
Postal Address	Customer Insights & Market
Research Manager,	Marketing Department, P. O. Box 73, Colombo.
Customer Service hotline	Dial 11 4 4722 00 Press >> 140 to speak to a Customer Service Representative or inform the nearest branch

Your feedback is important to us as always!

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Fitch rating of AAA (lk).

**We focus
on the most
important
economy
in the world.
Yours.**

Your personal economy represents the health of your financial life. It incorporates all the things that you value most – your family, your home, your passions, your work, your legacy. It is unique to you and constantly changing. So at HSBC Premier, our focus is on providing personal support for your personal economy, tailored to your individual needs.

Visit our HSBC Premier Centres to find out more on how we can enhance your personal economy.

Call: 94 11 4 4722 72

Click: www.hsbcpremier.lk

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