

The soundtrack begins and a hexagon zooms out to reveal an image of a smiling young man seated on the floor leaning against a sofa on which a young girl is seated also smiling. They are both looking at the young man's tab.

The text "Welcome to paperless banking experience" appears on the left hand side of the main screen

The screen fades out to a blank white screen. On which the words "Enjoy the convenience of statements!" in bold red letters appears. Below that a few sentences appear in black text - "Access anytime from anywhere", "No delay – receive the statement as soon as it is generated", "It's secure", "Can print as well as save" and a thin red line appears underneath each of these lines.

The screen fades to white once more and then the letters, "Can view accounts, Credit Cards, as well as loan eStatements".

Once again the screen fades to white and then the words "View your current as well as previous eStatements" appears in dark grey letters.

The red hexagon moves in from left of screen along with a screen view of a laptop. The screen shows the eStatement page with the words "View your eStatements" as the headline.

An animated cursor clicks on the Statement type dropdown box that says "Please select". Text in black appears on the right side of the screen stating "Select the type of statement you wish to view" and then fades.

The cursor next hovers over the next dropdown box which states "Choose an account or credit card". The text "Select the Account" appears on the right side of the screen.

The screen fades out with the laptop moving out on the left side of the screen, while the hexagon moves across the screen from left to right.

An animated screen appears from the right while the text "Available eStatements will be displayed" appears on the left side of the main screen and then fades off.

"Simply click on the month and the statement will download" text appears on the left. Both text and image move off the screen on the two sides.

The screen then fades in to a blurred copy of a Visa Platinum Card Statement.

The image fades to be replaced by the words "Thank you for going paperless".

The HSBC logo appears at the end and the music fades out.