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HSBC ENHANCES ACCOUNT-OPENING PROCESS WITH “SELFIE” VERIFICATION TECHNOLOGY

**** HSBC Business Banking customers can now complete identity security checks on a mobile device ****

**** “Selfie” verification technology to streamline and digitise business account-opening process ****

HSBC today announced the launch of “HSBC Identify” for Business Banking customers in Hong Kong. This new feature on the “HSBC Business Express” app simplifies the account-opening process by allowing identity verification to be securely completed on mobile devices.

With HSBC Identify, businesses can upload their identity documents via the “HSBC Business Express” mobile app, and complete identity security checks using “selfie” verification technology. The new feature brings a simpler, swifter and more digitised account opening experience for customers.

“We are proud to be the first bank in Hong Kong to launch this service in commercial banking,” said Terence Chiu, Head of Commercial Banking, Hong Kong, HSBC. “By digitising the identity verification process, we’ll be able to speed up the account-opening process, saving our business banking customers precious time, enabling us to focus the discussion on our customers’ business needs and the services that can support their growth.”

HSBC Identify uses a mix of artificial intelligence, computer vision and machine learning to determine the authenticity of the submitted identity documents such as Hong Kong ID cards, Mainland Chinese ID cards and passports from 74 countries and territories. The technology utilises facial recognition to capture a headshot or “selfie” of the customer, and uses a biometric liveness check to ensure the person is physically present and not an artificial digital copy. The “selfie” is then validated against the identity document that was uploaded.

In the past, connected individuals (e.g. Beneficial Owners) needed to either bring their original identity documents to a Business Banking Centre, or provide certified true copies of their identity documents by post. With HSBC Identify, Business Banking customers can complete a simple identity verification process through their mobile devices anytime, anywhere, saving their travelling time to the local branch as well as the cost of certifying their identity documents and sending them by post*.

“Our customers are becoming more digitally oriented and their expectations of us are changing. As a trusted banking partner for businesses, we are committed to driving innovation to better suit their needs. HSBC Identify is the latest in a series of digital initiatives we have launched this year to offer our customers a simpler, better and faster banking experience,” Terence concluded.

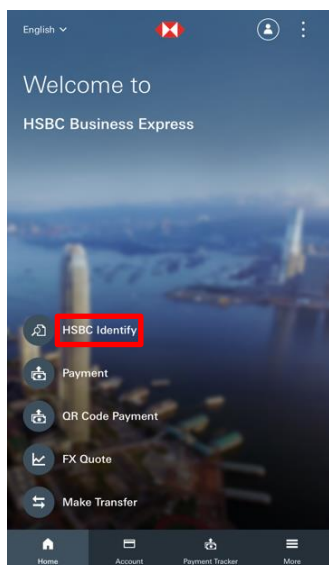
Available now, customers can complete identity verification digitally through HSBC Business Express mobile app simply with the application ID or the QR code on their online account opening application forms or provided by the customer service officer.

** Account opening meeting with key company controller(s) is required for completion of signing arrangement and collecting signature specimen.*

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Note to editors:

Steps for using HSBC Identify on HSBC Business Express



Step 1:

Tap “HSBC Identify” on the main page of the app.



Step 2:

Place your document within the frame and the image will be captured automatically. Tap “Readable” if you find all data on the document is fully visible, glare free and not blurred.



Step 3:

Align your face in the frame. A black spot will appear. Keep looking at the black spot moving on the screen until a photo of your face is taken automatically.

The Hongkong and Shanghai Banking Corporation Limited

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