

14 November 2017

HSBC makes major changes to its self-directed online trading platform: HSBC InvestDirect¹, offers best-in-class pricing

- **New best in class pricing:** North American online Flat Trading price of \$6.88 for all customers²
- **Up to 30 free trades:** New and existing clients can receive up to 30 free North American online equity trades in new accounts opened by December 15, 2017³

HSBC Bank Canada's award-winning⁴ self-directed investment platform, HSBC InvestDirect, has gone through a major transformation, now offering Canadians more insight into their portfolios than ever before – and at best-in-class pricing.

“Paired with our award-winning customer service and access to more than 30 domestic and international markets – including real time access to North American exchanges and the Hong Kong Stock Exchange – the new HSBC InvestDirect platform allows Canadians to trade online with an unmatched level of confidence and global reach,” **Larry Tomei, Executive Vice President and Head of Retail Banking and Wealth Management, HSBC Bank Canada.** “This is just the latest example of how we’re investing to make banking simpler, better and faster for our customers.”

Key enhancements:

- **Fast execution** as users can easily find companies through predictive search and pre-populate order tickets for transactions.
- **Simple performance tracking** through a graphic portfolio view which allows users to quickly see the gain/loss of individual holdings as well as the portfolio as a whole.
- **Improved insight into portfolios** as users can compare and analyze their holdings against other assets and market benchmark.
- **More control** with advanced screening tools in our new Mutual Fund and ETF Centre.

New Best in Class Pricing²:

- North American online Flat Trading price of \$6.88 for all customers
- Active Trader pricing of \$4.88 effective November 6th, 2017 for customers who trade 150+ times per quarter

More...

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HSBC Bank Canada helps companies and individuals across Canada to do business and manage their finances internationally through three global business lines: Commercial Banking, Global Banking and Markets, and Retail Banking and Wealth Management. Canada is a priority market for the HSBC Group – one of the world’s largest banking and financial services groups with assets of US\$2,526bn at 30 September 2017. Linked by advanced technology, HSBC serves customers worldwide through an international network of around 3,900 offices in 67 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. For more information visit www.hsbc.ca or follow us on Twitter @HSBC_CA or Facebook @HSBCCanada.

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Note to Editors:

1. HSBC InvestDirect is a division of HSBC Securities (Canada) Inc., a wholly owned subsidiary of, but separate entity from, HSBC Bank Canada. HSBC Securities (Canada) Inc. is a Member of the Canadian Investor Protection Fund. HSBC InvestDirect does not provide investment advice or recommendations regarding any investment decisions or securities transactions.
2. Terms and conditions apply. Full HSBC InvestDirect Terms and Conditions: http://www.hsbc.ca/1/PA_ES_Content_Mgmt/content/canada4/pdfs/personal/terms-conditions-en.pdf
3. Available on online equity trades on North American markets. Subject to conditions. For more information on HSBC InvestDirect rates, visit www.investdirect.hsbc.ca
4. HSBC InvestDirect has won the DALBAR Service Award for outstanding client services from 2012 to 2016. The annual DALBAR Direct Brokerage Service Award rankings are based on evaluations of telephone and email service made over the calendar year, measuring a company's quality of performance in product knowledge, professionalism and their ability to provide value-added service. For more information, visit: www.dalbar.ca