

News Release

30 August 2016

HOYTS AND HSBC AUSTRALIA PARTNER FOR 'HSBC WEDNESDAYS AT HOYTS'

HSBC Australia and HOYTS are proud to announce 'HSBC Wednesdays at HOYTS,' a 12 month partnership launching on 1 September 2016. The new partnership provides HSBC customers access to 2-for-1 movie tickets every Wednesday at any HOYTS cinema in Australia when they purchase tickets with their HSBC Visa Debit or Credit Card.

"We know that our customers value experiences and that's why we offer a range of benefits such as discounts on holidays, shopping and dining. With HSBC Wednesdays at HOYTS, we will now reward our customers with a trip to the movies every week," says Graham Heunis, Head of Retail Banking and Wealth Management, HSBC Australia.

Damian Keogh, HOYTS Group CEO added, "We look forward to working with HSBC to promote this exciting new promotion to all our customers Australia-wide. This initiative will bring more people together to watch the latest blockbusters on the big screen through all our HOYTS cinema locations."

Making the most of the midweek movie experience, the HSBC Wednesdays 2-for-1 tickets can be used for the biggest and loudest cinema experiences in HOYTS Xtremescreen or in ultimate comfort at HOYTS LUX, where customers can take advantage of the great in-cinema service featuring gourmet food and an extensive drinks menu.

2-for-1 tickets are also available for general admission tickets including HOYTS Recliners, where cinema goers can relax and unwind in the all new powered recliner seat, now in every seat in every cinema at reclining locations.

HSBC Wednesdays at HOYTS launches just in time for blockbuster season with the most anticipated films of year like Bridget Jones's Baby, The Magnificent Seven, Girl on the Train, Doctor Strange and Fantastic Beasts and Where to Find Them and Rogue One: A Star Wars Story all coming to HOYTS over the coming months.

--ENDS--

Media enquiries to:

**Eugenia Pratley on +61 2 9084 2902 /
+61 466 489 914 /
eugenia.pratley@hsbc.com.au**

**Alison Kahler on +61 2 9006 5583/
+61 466 488 685 /
alison.kahler@hsbc.com.au**

Notes to editors

About HSBC Wednesdays at HOYTS

This news release is issued by

HSBC Bank Australia Limited

Registered Office and Head Office:
580 George Street, Sydney, NSW 2000
www.hsbc.com.au
This is not an advertisement



From 1 September 2016 HSBC Wednesdays 2-for-1 tickets can be purchased online at hoys.com.au/wednesdays. Movie tickets can also be purchased at the box office or candy bar, simply by using a HSBC Visa Debit or HSBC Visa Credit Card.

Standard booking fees apply. See hoys.com.au/hsbcwednesdays for full terms and conditions. To see the upcoming lineup of movies, visit hoys.com.au

About HOYTS

From its 1909 inception, HOYTS has gone on to become one of the world's leading entertainment companies – boasting over 400 screens and more than 75,000 seats across its network. Today, HOYTS is the largest single –brand movie exhibitor in Australia and New Zealand.

Current HOYTS Recliner locations: Chatswood Westfield, Eastgardens, Wetherill Park in NSW, Eastland & Frankston in VIC, Sunnybank in QLD, Belconnen & Woden in ACT.

Current HOYTS LUX Locations: Broadway, Chatswood Westfield, Entertainment Quarter and Wetherill Park in NSW, Eastland, Highpoint, Melbourne Central & Victoria Gardens in VIC & Carousel in WA.

HSBC Bank Australia

In Australia, the HSBC Group offers an extensive range of financial services through a network of 37 branches and offices. These services include retail and commercial banking, financial planning, trade finance, treasury and financial markets, payments and cash management and securities custody. Principal HSBC Group members operating in Australia include HSBC Bank Australia Limited (ABN 48 006 434 162 AFSL/Australian Credit Licence 232595) and The Hongkong and Shanghai Banking Corporation Limited (ABN 65 117 925 970 and AFSL 301737)

