

Key Information Document

Purpose

This document provides you with key information about this investment product. It is not marketing material. The information is required by law to help you understand the nature, risks, costs, potential gains and losses of this product and to help you compare it with other products.

Product

Name	Autocallable Notes linked to Underlying Indices ISIN Code:XS2783617488
Manufacturer	HSBC Bank plc "HSBC", https://www.evolve.hsbc/priips/ , Call +44 (0) 20 7992 8300 for more information
Competent Authority	Authorised by the UK Prudential Regulation Authority and regulated by the UK Financial Conduct Authority and the UK Prudential Regulation Authority
Date	06 March 2024 12:32 PM GMT

You are about to purchase a product that is not simple and may be difficult to understand.

1. What is this product?

Type

Senior, Unsecured, Bearer, Medium Term Notes (English law governed)

Objectives

Capitalised terms are described in more details below.

The aim is for you to receive from HSBC the relevant Payment Amount on the Maturity Date or on any earlier date on which the product terminates. In exchange for the potential to receive the Payment Amount, you accept the risk of loss of some or all of your investment.

The product entitles you to receive a single payment on the Maturity Date or on any earlier date on which the product terminates and no interest payments will be made while you hold the product. The amount you will receive depends directly on the performance of the Underlying(s). The amount of such payment is determined by referencing the performance of Preference Shares which are directly linked to the Underlying(s). Therefore, for ease of explanation of the objective of the product, the product is described in this document as being linked to the Underlying(s). However, you are not purchasing any right in the Underlying(s) or the Preference Shares, nor in any asset forming part of the Underlying(s), including any entitlements to dividends. The product has a fixed lifespan and will terminate on the Maturity Date unless certain events occur, in which case it will terminate early and in either case, you may lose some or all of the amount you invested.

Early Termination - Autocall: The product will terminate early if, on one of the Early Termination Valuation Dates, the Reference Level of the worst performing Underlying is at or above the Autocall Level. If this occurs, you will receive the relevant Payment Amount on the corresponding Automatic Early Redemption Date.

Payment on the Maturity Date:

If the product has not terminated early, it will terminate on the Maturity Date. Depending on the Reference Level of the worst performing Underlying on the Final Valuation Date and if a Barrier Event (as described below) has occurred or not, you will receive one of the following possible payments on the Maturity Date:

- If the Reference Level of the worst performing Underlying is at or above the final Autocall Level, you will receive the final Payment Amount.
- If the Reference Level of the worst performing Underlying is below the final Autocall Level, you will receive:
 - 100% of the Denomination if a Barrier Event has not occurred;
 - otherwise, an amount equal to the Denomination multiplied by the value obtained by dividing the Reference Level of the worst performing Underlying by the Strike. In such circumstances, the amount you receive back (if any) may be significantly less than the amount you invested and you could lose your entire investment.

A Barrier Event will occur if the Closing Level of any Underlying is strictly below the Barrier Level on the Final Valuation Date.

Initial Level: The price(s) set out for the Underlying(s) in the table below, such price(s) being the Closing Level for such Underlying(s) on the Strike Date.

Closing Level : The closing level of an Underlying, as published on the relevant exchange or by the relevant index sponsor (as the case may be).

Reference Level: The value (expressed as a percentage) obtained by dividing the Closing Level of an Underlying on the relevant Early Termination Valuation Dates or Final Valuation Date (as the case may be) by its Initial Level

Denomination	1 GBP	Issue Price	100% of the Denomination
Strike Date	22 April 2024	Strike	100.00%
Issue Date	08 May 2024	Strike Level	The Initial Level multiplied by the Strike
Final Valuation Date	23 April 2029	Barrier	65.00%
Maturity Date	09 May 2029	Barrier Level	The Initial Level multiplied by the Barrier

Preference Share	Bloomberg Ticker	ISIN Code	Website
Series 2723	[.]	[.]	http://www.hsbcnet.com/investor-solutions

Underlying(s)	Bloomberg Ticker	ISIN Code	Exchange	Strike Level	Initial Level
FTSE 100	UKX	-	LSE	[.]	[.]
EURO STOXX 50	SX5E	-	Multiple Exchange	[.]	[.]

Early Termination Valuation Dates	Annually commencing on 22 April 2025 and ending on 24 April 2028
Early Termination Payment Dates	Annually commencing on 08 May 2025 and ending on 09 May 2028
Autocall Level	100%
Payment Amount	111%/122%/133%/144%/155% (final) of the Denomination

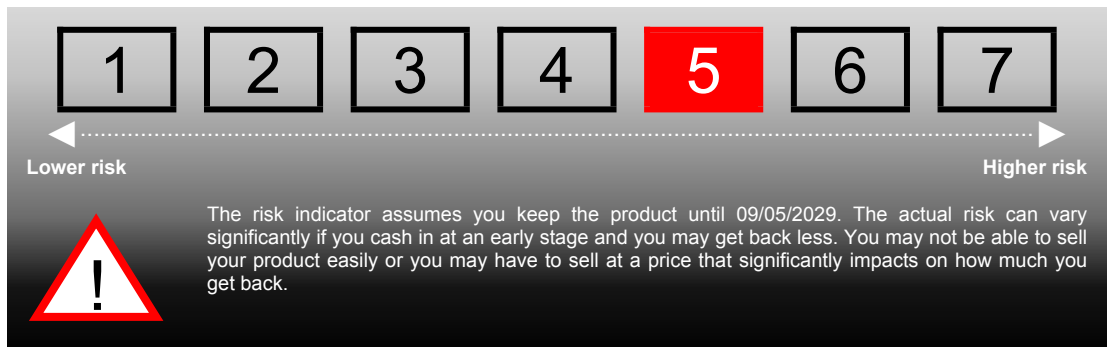
Refer to the terms and conditions of the product for a full list of the corresponding information set out in the tables above. All dates and calculations specified in this "What is this Product?" section are subject to adjustment in accordance with the terms and conditions of the product. The product terms may be adjusted or the product may terminate early following the occurrence of certain events (such as a tax or illegality event or an event of default or certain events in respect of the Underlying(s)). More details on this can be found in the terms and conditions of the product (see "Other relevant information" below). If the product is terminated early, the amount repayable may be less than the amount you invested and you could lose your entire investment.

Intended retail investor

This product is aimed at retail clients who are informed investors with ability to understand relevant financial instruments, or who hold a number of investment holdings in relevant financial instruments; or have frequent trading activity in relevant financial instruments. This product may be generally compatible for investors who have one or more of the following needs and objectives: capital growth over time. This product is aimed at retail clients who are willing to bear a complete loss of capital and prefer a medium term investment in the range of 3 - 5 years. On a scale of risk ranging from 1 (security-orientated; very low to low return) to 7 (very high risk tolerance; highest return) this product falls into risk category 5. This means that investors should have a balanced perspective.

2. What are the risks and what could I get in return?

Risk Indicator



The summary risk indicator is a guide to the level of risk of this product compared to other products. It shows how likely it is that the product will lose money because of movements in the markets or because we are not able to pay you. We have classified this product as 5 out of 7, which is a medium-high risk class. This rates the potential losses from future performance at a medium-high level, and poor market conditions are very unlikely to impact our capacity to pay you.

To the extent your domestic currency is different from the settlement currency of the product, be aware of currency risk. You will receive payments in a different currency, so the final return you will get will depend on the exchange rate between the two currencies. This risk is not considered in the indicator shown above. This product does not include any protection from future market performance so you could lose some or all of your investment. If we are not able to pay you what is owed, you could lose your entire investment.

Investment performance information

Factors affecting the return of the product at the end of the recommended holding period

Your return on the product at the end of the recommended holding period will principally be affected by (1) the performance of the Underlying(s) over the recommended holding period and (2) HSBC's creditworthiness, which can have a material impact on your return if, for example, we are unable to make payments that become due on the product.

What could affect my return positively?

- An increase in the level of the Underlying(s)

What could affect my return negatively?

- A decrease in the level of the Underlying(s)
- The occurrence of a Barrier Event
- HSBC's inability to make payments on the product when they fall due

The factors listed above provide general guidance on how changes in the level of the Underlying(s) may affect your return if you hold the product to the recommended holding period. The precise impact will depend on the timing and magnitude of these changes, and the above list should not be viewed as guaranteeing a particular outcome. See "1. What is this product?" for a discussion of how the payments you may receive during the life of the product and of what you may receive at the end of the recommended holding period will be calculated. This does not take into account a situation where we are unable to pay you.

Additional factors affecting the price of the product in the secondary market

In addition to the factors discussed above, the performance of the product in the secondary market will also be affected by the volatility of the level of the Underlying(s), the product's remaining time to maturity, the issuer's credit spread, interest rates, exchange rates and the correlation between the various underlyings. If you sell the product in severely adverse market conditions prior to the recommended holding period, your return may be lower than what you would have received if you held the product to the end of the recommended holding period and may be as low as zero. See "5. How long should I hold it and can I take money out early" below for additional information.

3. What happens if HSBC is unable to pay out?

You are exposed to the risk that HSBC might be unable to fulfil its obligations in respect of the product e.g. in the event of insolvency or an administrative order. If HSBC is unable to pay out, you may lose all of your investment. Your loss would not be covered by any investor compensation or guarantee scheme.

4. What are the costs?

The Reduction in Yield (RIY) shows what impact the total costs you pay will have on the investment return you might get. The total costs take into account one-off and ongoing costs.

The amounts shown here are the cumulative costs of the product itself, for three different holding periods. They include potential early exit penalties. The figures assume you invest GBP 10,000. The figures are estimates and may change in the future.

Costs over time

The person selling you or advising you about this product may charge you other costs. If so, this person will provide you with information about these costs, and show you the impact that all costs will have on your investment over time.

Investment of GBP 10,000			
Scenarios	If you cash in after 1 year	If you cash in after 3 years	If you cash in 09/05/2029
Total costs	GBP 542	GBP 492	GBP 492
Impact on return (RIY) per year	6.20%	1.76%	1.00%

Composition of Costs

The table below shows:

- The impact each year of the different types of costs on the investment return you might get at the end of the recommended holding period
- The meaning of the different cost categories

This table shows the impact on return per year			
One-off costs	Entry costs	1.00%	The impact of the costs already included in the price.
	Exit costs	0.00%	The impact of the costs of exiting your investment when it matures.
Ongoing costs	Portfolio transaction costs	0.00%	The impact of the costs of us buying and selling underlying investments for the product.
	Other ongoing costs	0.00%	The impact of the costs that we take each year for managing your investments.

5. How long should I hold it and can I take money out early?

Recommended holding period: 09/05/2029

This product is designed for staying invested until 09/05/2029, although the product may terminate early (see "What is this product?" above).

If you wish to exit the product early, the price at which you are able to sell the product may be less than the amount you invested and you may make a loss. In addition, there may be no trading market for the product meaning you are unable to find a buyer. The price at which you are able to sell the product may be impacted by market factors including, but not limited to, the performance, volatility, expected dividend and/or liquidity of the Underlying(s) and the financial condition of HSBC. If HSBC purchases the product, HSBC may deduct costs from the price it is willing to pay you (including, but not limited to costs relating to its hedging arrangements).

6. How can I complain?

Any complaint regarding the person advising on, or selling, the product can be submitted directly to that person. Any complaint regarding the product or the conduct of HSBC can be submitted to HSBC at the following address: Market Complaints, 8 Canada Square, London, E14 5HQ, United Kingdom, markets.complaints@hscib.com, or <https://www.evolve.hsbc/priips/>.

7. Other relevant information

The full terms and conditions of the product are set out in the most recent version of the manufacturer's base prospectus for the issuance of preference share linked notes, as supplemented from time to time, under the manufacturer's Programme for the Issuance of Notes and Warrants and the final terms relating to the product. The base prospectus is available on the manufacturer's website, <http://www.hsbc.com/investor-relations/fixed-income-investors/issuance-programmes>, and the final terms are available to investors on request from the manufacturer's registered office at 8 Canada Square, London, E14 5HQ.

This product is not sponsored, endorsed or promoted by the provider of any index.