




HSBC empowers JSD with a new solution for more efficient international payments

About JSD Electronics (HK) Co., Ltd.

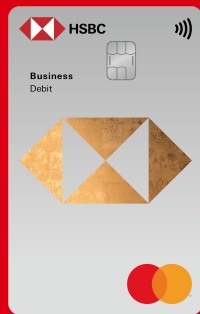
JSD is an international distributor of board-level electronic components providing long-term and reliable services to more than 1,000 world-class electronic manufacturers around the world. With operational headquarters in Hong Kong, JSD was established in 2005, and has offices and warehouses in Hong Kong, Chengdu, and Shenzhen.

Operational Challenges

JSD deals with foreign suppliers all the time, and the challenges that they encounter can directly or indirectly increase operating costs:

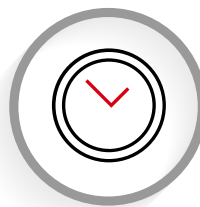
-  Inefficient, time-consuming and costly remittances to foreign suppliers
-  Charged for handling fees and foreign exchange spread when exchanging foreign currencies
-  Staff traveling on business need to pay their own expenses first, wasting administrative resources and time when they are reimbursed for expenses

The Solution



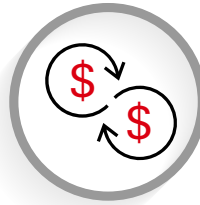
HSBC Business Debit Mastercard®
(hereinafter referred to as the debit card)

1



As an HSBC Business Banking customer, the application procedure for debit card was simple and no personal guarantee was required. JSD got their card approved in about a week.

2



JSD uses the debit card to make real-time payments in foreign currencies to overseas suppliers.

3



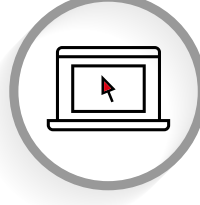
JSD can set daily and monthly spending limits for each cardholder on the HSBC HK Business Express mobile app, and control local and overseas ATM withdrawals.

4



JSD can appoint staff as cardholders and allow them to settle different business payments directly with the debit card or withdraw cash from the global HSBC ATM network when they are traveling.

5



JSD can check details of every debit card transaction, including time, place, transferor and payee on the HSBC HK Business Express mobile app or HSBC Business Internet Banking.

Outcome



Improves transaction efficiency
pay overseas suppliers directly in 12 currencies* and save on the cost of remittances



Reduces operating costs
avoids handling fees and foreign exchange spreads while enjoying preferential exchange rates, and earns uncapped 0.5% cash rebates with no annual fee



Optimises management
saves staff time for claiming reimbursements after business trip. Controls spending limits on the HSBC HK Business Express mobile app and thus enjoying better cashflow management

* As long as there are sufficient funds in the HSBC Business Debit Mastercard® account, payments will be debited directly in AUD, CAD, CHF, EUR, GBP, HKD, JPY, NZD, RMB, SGD, THB or USD.

“The HSBC Business Debit Mastercard® allows us to deal with suppliers in different countries using 12 currencies — all on one card, without the need for overseas transfers. It’s very convenient and saves costs and foreign exchange spread. Suppliers are happy as they get paid faster, and this helps enhance our company’s reputation.”

Andy Li, Director,
JSD Electronics (HK) Co., Ltd.

