

## **Introducing Personal Economy**

Your personal economy comprises and influences everything you value the most – your family, your home, your work, your lifestyle, passions, experiences and the mark you want to leave on the world.

It is as unique to you as your fingerprint, but unlike your fingerprint as you go through life and your priorities change, so does your personal economy.

From the everyday moments, like how you unwind and explore your passions, to the life-changing decisions that house that will be so much more than a home, a change in career, making more time for those who matter the most.

Understanding your Personal Economy allows you to make the most of what really matters.

And because your personal economy is always changing, we are always there, wherever and whenever you need us.

HSBC Premier, we focus on the most important economy in the world, yours.