



VIVA AEROBUS AND HSBC MEXICO LAUNCH NEW CO-BRANDED CREDIT CARD: *HSBC VIVA*

Offers exclusive benefits as deferred purchases with no interest, free luggage, priority boarding, access to Mastercard lounges at the AICM and much more.

Monterrey, Nuevo León, September 12, 2022. – Today, at a press conference in Monterrey, HSBC Mexico and Viva Aerobus presented HSBC VIVA, the first co-branded credit card of this bank, designed to enhance Viva’s passengers' travel experience with exclusive promotions.

From now on, on top of the lowest fares offered by the Mexican ULCC, this new credit card from Viva Aerobus and HSBC, passengers will experience unique benefits to make flying even more attractive, simple, and accessible to more people, having the reliable support of HSBC and Mastercard.

Among the benefits of *HSBC VIVA*, it stands out that it is the only payment method that offers, permanently, the alternative of deferred to months with no interest purchases when acquiring Viva’s flight tickets. Other advantages of this credit card include priority access when boarding and access to the Mastercard lounges at the Mexico City International Airport (AICM for its acronym in Spanish).

Cardholders also have additional benefits within Doters, Viva Aerobus’ recently launched loyalty program. By being a Doters member and using *HSBC VIVA*, one can obtain up to four free flights as a reward during the first year of card usage, depending on the purchases made. Card holders are also awarded a welcome and anniversary Doters Points bonus, as well as additional points on purchases made at Viva, which can be later redeemed for flights, additional services and many more products.

“Trips represent 8% of the consumption made with credit cards in our country. For this reason, this alliance with Viva Aerobus is strategic, as it is the second largest airline in the Mexican domestic market totaling over 15 million passengers in 2021”, said Jorge Arce, President, and CEO of HSBC México. “Working as a team, we will be able to support people's interest in traveling and in living new and pleasant experiences, especially in a year when credit card and travel consumption is reviving,” he added.

This credit card comes in two modalities: *HSBC VIVA* and *HSBC VIVA PLUS*, depending on each user profile. With *HSBC VIVA*, added to the benefits above-mentioned, travelers can freely include, once a year, a 15 kg checked baggage; enjoy Mastercard protection insurance; and have access to the Mastercard Elite Lounge at the AICM four times a year. Moreover, with *HSBC VIVA PLUS*, customers have a free carry-on baggage (10 kg), a checked baggage (15 kg); no cost seat selection; Platinum Mastercard insurance; 10 accesses to the Lounge Key per year and unlimited access to the Mastercard Elite Lounge at the AICM.



“16 years ago, Viva Aerobus revolutionized the way of flying thanks to our ultra-low-cost business model, making traveling by plane available to more people. Today, together with HSBC, a leading financial institution with international presence, we strengthen this commitment with a credit card that makes air travel even easier. Our passengers can enjoy every trip to the fullest, with great benefits, low fares, nonstop flights, and the newest fleet in Mexico”, mentioned Juan Carlos Zuazua, CEO of Viva Aerobus.

“At Mastercard we want our cardholders to enjoy a safe, easy and convenient shopping experience that also offers multiple benefits in their day-to-day activities. Thanks to the collaboration with HSBC and Viva Aerobus, we are adding new partners to our family of shared brands while we continue to make available to the market a value proposition focused on the tourism sector that brings a series of benefits for consumers when planning a trip, thus improving their quality of life and financial security”, said Mauricio Schwartzmann, Country Manager for Mastercard Mexico.

As of September 19, HSBC VIVA can be requested through Viva Aerobus and HSBC Mexico official websites, as well as at bank branches.

*For more information about HSBC Viva card and/or the Viva´s loyalty and rewards program, please visit:
www.vivaaerobus.com; www.hsbc.com.mx; www.doters.com*

About Viva Aerobus

Viva Aerobus is Mexico's ultra-low-cost airline. It started operations in 2006 and today it operates the youngest Latin American fleet with 62 Airbus: 40 Airbus A320 and 22 Airbus A321. With a clear vision to give all people the opportunity to fly, Viva Aerobus has democratized the airline industry with the lowest fares in Mexico and the lowest cost structure in America, making their flights the best value offer. For more information please visit: www.vivaaerobus.com/en

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About Grupo HSBC

Grupo Financiero HSBC is one of the main financial and banking groups in Mexico, with 879 branches, 5,558 ATMs and 14,377 employees. For more information, consult our page at www.hsbc.com.mx.

HSBC Holdings PLC, the parent company of HSBC Group, is based in London. The Group serves clients around the world in 63 countries and territories in Asia, Europe, North America, Latin America, the Middle East and North Africa. With total assets of \$2.985 billion as of June 30, 2022, HSBC is one of the world's largest banking and financial services organizations.

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