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Press Release

FOR IMMEDIATE RELEASE

HSBC wins Best Retail Foreign Bank award for Taiwan in 2014

- **HSBC's customer-centric approach helped it to achieve the highest customer recommendation scores for three consecutive quarters in 2013.**
- **The bank grew its year-on-year product penetration rates by 53%, 40%, and 6% respectively for insurance, mortgages and foreign currency products.**
- **The HSBC Mobile Banking app is the only foreign bank app offering term deposit and transactional FX functions.**

Taipei, June 25th 2014—HSBC has been named winner of the Best Retail Foreign Bank award for Taiwan in 2014 during The Asian Banker Technology Implementation Awards Programme. The bank received the award at The Taiwan Retail Financial Services Awards ceremony held at the W Taipei on June 25th 2014.

HSBC achieved the highest customer recommendation scores among major local and foreign banks for three consecutive quarters in 2013. This was attributable to its customers' acknowledgement of its superior relationship management abilities and product quality. The number of customer financial reviews conducted per relationship manager increased by more than three-fold and number of customer appointments increased by 160% over the three quarters in point.

By fulfilling customer needs, HSBC was able to grow year-on-year product penetration rates by 53%, 40% and 6% respectively for insurance, mortgages and foreign currency products. This broad-spectrum growth in penetration across product lines demonstrates the bank's success in multiple areas.

In 4Q 2013, HSBC launched its new Mobile Banking app, the only foreign-bank offered app with wealth management functions that include term deposit and transactional FX functions. The bank also carried out extensive usability tests globally to facilitate the development of a standard user interface design for both Apple iOS and Google Android users.

The Asian Banker's Taiwan Country Awards is part of the Excellence in Retail Financial Services Programme which is acknowledged by the financial services industry as the highest possible accolade available to professionals and banks in the industry in Asia.

A stringent three-month evaluation process based on a balanced and transparent scorecard has been used to determine the winners.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Manila Hong Kong, Beijing and Dubai as well as representatives in London, India, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is www.theasianbanker.com

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