

Press Release

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The Asian Banker Excellence in Retail Financial Services Awards 2010

HSBC China wins Best Foreign Retail Banks in China for the year 2009

- *For the second time, HSBC China wins the Best Foreign Retail Bank in China Award for the year 2009.*
- *Over 120 banks and financial institutions from 23 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme.*

Singapore, 19 March 2010 – HSBC China has been named China’s Best Foreign Retail Bank in the ninth Asian Banker Excellence in Retail Financial Services Awards Programme. The bank received the award at The Asian Banker Excellence in Retail Financial Services Awards 2010 ceremony, held in conjunction with the region’s foremost retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the JW Marriot in Shanghai on the evening of March 18th, 2010.

About 120 senior bankers from award winning banks in 22 countries across the Asia Pacific, the Gulf and Central Asian regions attended the formal gala dinner, the industry’s celebration of the region’s best retail bankers that recognizes their efforts in bringing superior products and services to their customers.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

A stringent three month-long evaluation process, based on a balanced and transparent scorecard, determined the winners and the position of the different retail banks in the region. A full list of winners is attached.

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For the 2nd straight year, HSBC China wins the Best Foreign Retail Bank in China Award in 2009 cementing the bank’s leading market position among foreign players by delivering the high class services and expanding their presence in the mainland market.

HSBC China is currently the largest foreign bank in terms of branch size and capitalisation in China. It is the first foreign bank to launch a premier banking service including international services, home mortgage loan, and financial planning and insurance for the entire family. HSBC China also rolled out the “International Chinese Services Programme” to provide services to mainland high net worth individuals who have links to markets like Australia,

Canada, UK and US where the bank also has dominant market presence and historical expertise.

In 2009, HSBC China offered innovative products to its clients such as “HML refinancing” for clients with existing consumer loans, and “Foreign-currency preferential pricing” for international clients who wish to purchase a property in China. It also transformed its internet banking from transactional banking into an online wealth management platform. Wealth management clients are able to have a single view of all of their assets and investment portfolios including their past investment records, order history and product details.

"In 2009, the bank was more profitable than any other foreign player in China. It was also highly successful in enhancing its customer relationships with various products and remarkable service. Wealth management, internet banking, and various financial programmes made banking with HSBC China more convenient for its customers," said Mr. Chris Kapfer, head of Excellence in Retail Financial Services Awards Programme at The Asian Banker.

Over 120 banks and financial institutions from 23 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme

“This year over 120 banks and financial institutions in 23 countries across the region were evaluated as part of the Excellence in Retail Financial Services Programme. It has become the single most prestigious, comprehensive and anticipated awards programme that recognises the pursuit of excellence amongst retail financial institutions available almost anywhere in the world today,” said Philippe Paillart, Chairman of The Asian Banker Excellence in Retail Financial Services Programme.

The transparent award evaluation process uses a balanced scorecard approach and a comprehensive methodology to evaluate the strength of individual banks’ retail banking businesses that involves extensive research and probing interviews, and taps on the combined experience of a team of experienced researchers.

Philippe Paillart, formerly vice chairman and CEO of DBS Bank and a pioneer in the retail banking industry in the Asia Pacific region, added: “The Asian Banker Excellence Programme was instituted in 2001 on the premise that an outstanding player in the retail financial services industry should build business franchises that are sustainable, competitive and profitable over a period of time.”

About The Asian Banker

The Asian Banker is the foremost provider of strategic business intelligence on the financial services industry in the Asia Pacific and Middle East regions. The organization has offices in Singapore, Kuala Lumpur, Beijing and Dubai as well as representatives in Shanghai, London and New York. With a business that revolves around publications, research services, training and forums, the organization is highly regarded in the financial services community for its incisive and independent commentaries on developments in the industry. The company’s website is www.theasianbanker.com.

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