

Press Release

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The International Excellence in Retail Financial Services Awards 2011

HSBC Hong Kong Wins Three Awards—Best Retail Bank in Hong Kong, Best Internet Banking and Best Bancassurance

- *HSBC Hong Kong is the sole winner in Asia for three awards—Best Retail Bank in Hong Kong, Best Internet Banking and Best Bancassurance.*
- *HSBC Hong Kong maintains strong market share in a variety of products and services, with a strategic end-to-end view to customer excellence.*
- *Over 120 banks and financial institutions from 22 countries across the Asia Pacific, Gulf region and Central Asia were evaluated as part of the Excellence in Retail Financial Services programme.*

Singapore, March 11th 2011—HSBC Hong Kong has been named the sole winner of three awards in Asia, Best Retail Bank in Hong Kong, Best Internet Banking and Best Bancassurance by the 10th International Excellence in Retail Financial Services Awards Programme. The bank received the awards at The International Excellence in Retail Financial Services 2011 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Shangri La Hotel in Kuala Lumpur on March 11th 2011.

About 150 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises 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 evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

HSBC Hong Kong is the sole winner in Asia for three awards—Best Retail Bank in Hong Kong, Best Internet Banking and Best Bancassurance

Despite an economically challenging environment, HSBC Hong Kong maintained its leadership in the market and remained ahead of the competition. It has sustained a strong market share in deposits, mortgages, cards and insurance and wrested a pre-eminent position as the preferred provider of banking products across most categories.

With its continuous search for excellence, HSBC Hong Kong has taken steps to innovate its wealth management business for the growing customer segment in the Hong Kong market. HSBC Hong Kong launched the Advance Visa Platinum Card catering needs of the emerging mass affluent customer segment. Chris Kapfer, head of Asian Banker Research, remarks: “HSBC Hong Kong is able to maintain strong market share because of its ability to establish brand differentiation, with particular strategic focus on the customer relationship.”

Besides product innovation and customer relationship building, HSBC has expanded its network to maintain its retail banking outreach. It offers the largest ATM machine network among its competitors in Hong Kong, as well as the widest range of self-service machines.

HSBC Hong Kong maintains strong market share in a variety of products and services, especially in internet banking and bancassurance with a strategic end-to-end view to customer excellence.

The internet banking customer base grew double digit year-on-year reaching over an impressive 1.9 million customers. Equally importantly, the internet banking penetration of the HSBC Premier segment reached 70%.

HSBC is the only bank that has enhanced online security effectively enough with “Transaction Signing” tokens that they have obtained approval from HKMA to offer further services via Internet banking including setting up new registered accounts and defining transfer limit, as well as increasing transfer limits.

HSBC innovately integrated their branch and call center channels with internet banking and employed the latest technology, to offer the following two new “instant human assistance online services” in 2010: LIVE Connect which is instant face-to-face financial consultation with relationship manager from the branch network. HSBC Hong Kong is the only bank that offers this, once again testifying to their brand differentiation and dedicated customer banking experience focus.

HSBC Hong Kong Insurance is well placed as the “Insurer of Choice” in Hong Kong for all of its business lines, being recognized as a trustworthy insurer and being preferred by customers as it values relationships with its customers and strives to continuously improve customers’ experience.

Chris Kapfer, head of Asian Banker Research says: “They transformed the traditional manual and lengthy insurance application and underwriting process, to allow a highly automated sales process to ensure the best customer experience.” HSBC pioneered straight through processing (STP) in the life insurance business to streamline a “paperless” application process with instant underwriting. Chris Kapfer, head of Asian Banker Research comments: “This is a strategic move as HSBC Hong Kong streamlines its operations through the customer view, as it ensures brand differentiation and enhanced customer banking experience.”

Over 170 banks in 29 countries across Asia, and this year for the first time Africa, were

evaluated as part of The International Excellence in Retail Financial Services Programme.

“This year over 170 banks and financial institutions in 29 countries across Asia were evaluated as part of The Excellence in Retail Financial Services Programme in what has become the most prestigious, comprehensive and anticipated awards programme that recognises the pursuit of excellence amongst retail financial institutions anywhere in the world today” said Philippe Paillart, chairman of The International Excellence in Retail Financial Services Programme. He added: “It is amazing to see the rapid development of the retail financial services industry every year, and to experience the narrowing gap between mature and emerging market banks in terms of operational efficiency and technology.”

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 involve extensive research and probing interviews, and taps the combined experience of a team of experienced researchers.

Paillart, formerly vice chairman and CEO of DBS Bank and a pioneer in the retail banking industry in the Asia Pacific region, elaborated: “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. To stay abreast of the rapidly growing geographic scope of the programme, The Asian Banker has renamed the awards ‘The International Retail Financial Services Awards’ in 2011.”

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, Hong Kong and Shanghai as well as representatives in London, 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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