

Press Release

FOR IMMEDIATE RELEASE

HSBC wins Best Regional Retail Bank award for 2014, along with 3 other awards.

- HSBC Hong Kong wins Best Wealth Management Business award
- For the sixth year in a row, HSBC China wins Best Foreign Retail Bank in China award
- Integrated and true straight through processing at HSBC Australia led it to win the Best Internet Banking award

Sydney, April 3rd 2014—HSBC won four awards at the Asian Banker’s International Excellence in Retail Financial Services 2014 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, Sydney, Australia on April 3rd 2014.

HSBC Hong Kong wins Best Wealth Management Business award

“HSBC’s Retail Banking and Wealth Management business in Asia Pacific put in a strong performance in 2013. We were particularly impressed by HSBC’s efforts to grow a needs-based, customer-led business” said Boon Ping Foo, managing editor, The Asian Banker. HSBC transformed its Wealth Management business by introducing a holistic and fully-integrated Wealth Management Framework built on needs-based selling across the region. Across key markets in Asia, HSBC has rolled out a wealth management platform which includes HSBC’s Client Wealth Dashboard, a one-stop e-banking and wealth management platform. This offers a simple, holistic view of one’s entire portfolio with HSBC across cash deposits and investment portfolios, including foreign currencies, unit trusts and bonds. It also enables customers to track and analyse the performance of their holdings more conveniently and efficiently, anytime and anywhere. Relationship Managers have access to the same information as customers, allowing them to provide more efficient and in-depth interactions with clients.

The bank has invested heavily in consultative sales training to upgrade the skills of its Relationship Managers and build their capability to become a trusted advisor. HSBC is the first international bank that has incorporated risk management elements into its compensation structure, removing formulaic links between product sales and performance.

HSBC’s Treating Customers Fairly programme has been launched to ensure that client’s interests are kept at heart at all times. The programme drives the better understanding of client needs to provide the right solution in a transparent manner.

For the sixth year in a row, HSBC China wins Best Foreign Retail Bank in China award

Being a foreign bank, HSBC has chosen the high networth client as its target in China. It has a good market share of 5-7% in each of the regions it operates in this target market, the strongest being in Shanghai at 40% of deposit share and 25% of mortgage share. Have a sustainable

onshore deposit base works in favour of a foreign bank and HSBC is proving its lead in this area. Considering HSBC's target market, the importance a good relationship manager selling products suitable to customer is of primary importance for the business to sustain. Thus as part of its staff retention policy HSBC has delinked sales volume with incentive payments. With all the above initiatives, HSBC has outshone peers and won this award.

Integrated and true straight through processing at HSBC Australia led it to win the Best Internet Banking award

The bank has also enhanced its digital capabilities to provide clients with a seamless experience however they choose to bank. In 2013, HSBC Australia rolled out an integrated, multi-channel customer onboarding platform with true straight-through processing capabilities across most of its retail banking products. The bank offers real-time account opening service and a streamlined onboarding process, even to new customers. In 2013, HSBC launched a globally consistent mobile banking app for Apple iPhones and iPads, as well as Android smartphones across key markets in Asia-Pacific.

About 200 senior bankers from award-winning banks in 29 countries across 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 clients. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

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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, Beijing and Dubai 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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