

Press Release  
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**The Asian Banker Excellence in Retail Financial Services Awards 2009**

**HSBC (Asia Pacific) Wins Awards for Best Brand Building Initiative and Best Regional Retail Banking Business**

- *HSBC (Asia Pacific) is the sole winner in Asia of two awards—Best Brand Building Initiative and Best Regional Retail Banking Business.*
- *The strong unified management capabilities and business coordination of HSBC (Asia Pacific) across its country operations, as well as its effective and clear advertising campaign, made it stand out from all other international banks in Asia.*
- *Over 120 banks and financial institutions from 22 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme.*

**Singapore, 20 March 2009** – HSBC (Asia Pacific) has been named Asia's Best Regional Retail Banking Business and Best Brand Building Initiative in the eighth Asian Banker Excellence in Retail Financial Services Awards Programme. The bank received the award at The Asian Banker Excellence in Retail Financial Services Awards 2009 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 Grand Hyatt in Singapore on the evening of 19 March 2009.

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.

**HSBC (Asia Pacific) is the sole winner in Asia of two awards—Best Brand Building Initiative and Best Regional Retail Banking Business.**

HSBC Asia Pacific, including the Middle East, generated \$3.92 billion in operating profit, an amount 3.4 times bigger than its closest international competitor in the region. Its year on year decrease of 21% in operating profit was less pronounced compared to Standard Chartered Bank

and Citibank. Personal Financial Services for HSBC in the Middle East were particularly successful, recording an 18% increase in profit.

With the HSBC brand in different stages of development and at different levels of maturity across Asia, HSBC developed two sets of print campaigns riding on the same global platform to meet local needs comprising the 'credential ads' for mature markets and the 'customer recommendation ads' for entrenched markets.

"HSBC (Asia Pacific) campaign is a regional branding campaign that not only highlights conflicting values to illustrate HSBC's deep understanding of each individual but effectively personalizes branding through authentic stories and real HSBC customers who advocate the HSBC brand to showcase and reinforce our image in understanding and responding to customer needs and values. We believe that personalising a branding campaign that shows real customers as the main carrier of the message is a smart move to reinforce brand equity, says Mr. Chris Kapfer, head of the Excellence in Retail Financial Services Awards Programme at The Asian Banker.

**The strong unified management capabilities and business coordination of HSBC (Asia Pacific) across its country operations, as well as its effective and clear advertising campaign, made it stand out from all other international banks in Asia.**

HSCB (Asia Pacific) has again shown that it has the most unified and best coordinated regional management among all international banks operating in the region with a consistent, comprehensive and systematic offering of products and services, meeting financial needs of over 14 million customers across 19 diverse sites in the region. Its strategic investments in India, Indonesia, Malaysia, China, Taiwan and Vietnam ensured the continuous growth of its franchise in particular in emerging markets.

"The rigorous focus on profitable segments, economies of scale, and the consolidation and leverage on a common operational and IT platform in the region makes HSBC a leading player in maximising common resources in a cost efficient manner across the 19 sites in Asia Pacific," says Mr. Chris Kapfer, head of the Excellence in Retail Financial Services Awards Programme at The Asian Banker.

HSBC brand is a powerful one, recognized as the 27th most valuable brand in the world by Interbrand, and one that is familiar in most markets around the world. To drive business growth in Asia, it is essential for HSBC to leverage on and continue to build brand equity regionally via customer-centric marketing activities such as the clear and easy to understand marketing campaigns in 2008 with a consistent look that are in line with both global and local advertising.

**Over 120 banks and financial institutions from 22 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 22 countries across Asia 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 Philip Strause, 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 the combined experience of a team of experienced researchers.

Strause, who has over 30 years experience as a principal consultant to leading financial institutions in North America and the Asia Pacific, added, “The Asian Banker Excellence in Retail Financial Services 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](http://www.theasianbanker.com).

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