

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

HSBC (Hong Kong) wins Excellence in SME Banking, 2008

- *HSBC (Hong Kong) wins the award for Excellence in SME Banking, 2008.*
- *HSBC (Hong Kong) moved towards an integrated products and processes architecture derived from a string of new products and services.*
- *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 (Hong Kong) has been named the sole winner in Asia for Excellence in SME Banking 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 March 19th, 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 (Hong Kong) wins the award for Excellence in SME Banking, 2008

Given the intense competition and new customer expectations rising from the current market condition, continuous improvement and innovation in terms of products and processes have become HSBC's hallmark to not only maintain its leading position but also to be the best small business bank.

With its five SME centres, HSCB has a market share of 50% of all new accounts opened and 30% of newly set up SME's in Hong Kong. Its product holdings have improved over 2008 and are higher than any of its competitors in the region. It also counts a better relationship manager

to customer ratio than its peers and was able to double the referrals in new client acquisitions in 2008.

HSBC (Hong Kong) moved towards an integrated products and processes architecture derived from a string of new products and services

HSBC was the only bank in 2008 which made the greatest progress towards an integrated SME architecture with superior multi channel capabilities, back end processing and differentiated service offerings.

Its previous 'one-size-fits-all' proposition was replaced by HSBC Business Direct, an all-in-one business account combining current, savings (11 currencies), loans and investment accounts. HSBC now manages client relationships using one account number with the HSBC Business Direct and issues a consolidated monthly statement that enables customers to have a total view of their relationship with HSBC.

HSBC also further improved its multi channel offerings. HSBC Business Direct is bundled with HSBC Business Mobile Banking, the first and only banking service via mobile in Hong Kong that was strategically launched in late October 2008.

HSBC is the first and only bank in Hong Kong to offer video conferencing capabilities for mainland China customers, enabling to authenticate their identity without having to come down to Hong Kong.

HSBC was also the first to introduce the real-time 'click-to-chat' service in Hong Kong as an additional assistance support for customer queries. It is also the only bank that allows customers to book foreign exchange contracts online within the same online banking system.

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

"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.

For more information please contact:

Ms Ananya Dutta

Direct (Singapore): (65) 6236 6174

Mobile (Singapore): (65) 9017 7840

dananya@theasianbanker.com

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