

TAB International Pte Ltd

10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315
Tel: (65) 6236 6520 Fax: (65) 6236 6530 www.theasianbanker.com

Press Release

FOR IMMEDIATE RELEASE

HSBC wins Best Foreign Retail Bank in China for 2012

- **HSBC wins Best Foreign Retail Bank in China for the fifth consecutive year.**
- **Continued China investment has given HSBC an advantage over other foreign banks.**
- **Customer-centric strategy has earned the bank more HNWI clients.**

Seoul, South Korea, March 22nd 2013—HSBC China won the Best Foreign Retail Bank in China for the fifth consecutive year since 2008. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2013 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 Westin Chosun, Seoul, South Korea on March 22nd 2013.

HSBC is the largest foreign bank in China, its comprehensive cross-border network and world-class wealth management capability has earned the bank a good reputation among customers. The bank paid a lot of attention to Customer Relationship Management (CRM). One of its notable achievements in 2012 was establishing its Customer Value Management (CVM) function in order to improve its servicing ability and be more "Customer-centric". At the same time, HSBC continued investing in China, including expanding its presence and improving IT infrastructure. With all these efforts, numbers of premier and advanced clients saw considerable growth in the past year. With continuous investment in channel optimisation, product refinement and system enhancement, the bank has committed itself to deliver top quality customer service.

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.

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

For more information please contact:

Ms. Janice Chua

Tel: (+65) 6236 6532

jchua@theasianbanker.com

TAB International Pte Ltd

10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315

Tel: (65) 6236 6520 Fax: (65) 6236 6530 www.theasianbanker.com

ENDS

Evaluation Criteria for Excellence in Retail Financial Services Programme

The Excellence in Retail Financial Services Programme was instituted in 2001 to recognise the pursuit of excellence amongst retail financial institutions in the region. The programme is also a repository of evolving best practices from which players can benchmark their own products and processes over the long term.

The Excellence in Retail Financial Services programme is predicated by the belief statement below.

Core Belief:

“We believe that a well-run retail bank is one that demonstrates a long term, sustainable, profitable franchise with the customer as its core proposition.”

As per the belief, an outstanding player in the retail financial services industry should demonstrate the following attributes:

- 1. Outstanding annual performance of the retail banking unit**
- 2. Sustainability as a franchise over a long period of time and across economic cycles**
- 3. A well-defined franchise in the chosen marketplace**
- 4. Transparency and accountability of business model**
- 5. Clear sales and execution skills at the product level**
- 6. Rigorous risk management capabilities**
- 7. Superior business and operational processes and technology**
- 8. Strong penetration and efficiency of distribution channels**
- 9. Focus on developing human resources to support the bank's strategy**
- 10. Ethical banking**

In addition, we have developed stringent evaluation criteria for each product or process. The decision-making process we use for these prestigious awards is made as transparent as possible so that banks in the region can understand where they stand as sustainable retail franchises, as well as use the process to re-examine their own products and processes.

Further information on the programme can be found at The Asian Banker website, Awards Programme, at www.theasianbanker.com.

For more information please contact:

Ms Alice Yang

Tel: 8610 5869 4641

ayang@theasianbanker.com