

Press Release

FOR IMMEDIATE RELEASE

HSBC wins Best Regional Retail Business in Asia award for 2014

- **HSBC re-organised its Asia Pacific retail banking business to ensure optimal and efficient use of capital.**
- **HSBC achieved strong performance in Asia in 2013, driving profits up by 29%.**
- **“Treat Customers Fairly” programme, embeds customer centricity into the bank’s DNA.**

Sydney, April 3rd 2014—HSBC won the Best Regional Retail Business in Asia award for 2014. The bank received the award 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.

To improve business efficiency, HSBC re-organised its Asia Pacific retail banking business to ensure optimum use of capital and efficiency. One initiative was business process re-engineering for mortgages and wealth sales in China.

These initiatives have paid off, leading to improvements across Asia. For example, turnaround times for documents processing and approvals have improved significantly in India and Indonesia.

HSBC performed well in Hong Kong in 2013, achieving strong ROA and robust growth in both operating income and profits. In China, where the foreign banks comprise less than 2% of the total market, HSBC China’s network currently comprises 164 outlets across 52 major cities nationwide, winning 5%–7% of market share in the affluent segment. In Taiwan, the bank showed moderate growth in retail deposits (6.6%) and retail liabilities (11.98%).

To deliver a customer-centric solution, the bank introduced the position of a Wealth Coach whose responsibility is to improve the capability and performance of Premier Relationship Managers (PRM). Wealth Coach provides feedback to PRMs from various perspectives, which can also be used by managers for the construction of a tailored development plan for PRMs.

About 200 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.

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

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