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HSBC NAMED BEST CONSUMER INTERNET BANK IN VIETNAM BY GLOBAL FINANCE

HSBC in Vietnam has again been awarded Best Consumer Internet Bank 2010 by Global Finance magazine. HSBC Group was featured prominently in the 'Best Consumer Internet Bank' awards from around the world, particularly across Asia Pacific. HSBC was named Best Consumer Internet Bank for Australia, Brunei, Hong Kong, Japan, Sri Lanka, and Vietnam; and Best Corporate/Institutional Internet Bank for Brunei, Hong Kong, Indonesia, Macau and Thailand.

'Best Internet Bank' winners were chosen among entries evaluated by a world-class judging panel, with Global Finance editors responsible for the final selection of winners. Winning banks were selected based on the following criteria: strength of strategy for attracting and servicing online customers, success in getting clients to use web offerings, growth of online customers, breadth of product offerings, evidence of tangible benefits gained from Internet initiatives, and web site design and functionality.

"HSBC internet banking is a globally-designed, proven platform which allows immediate access to all banking information, as well as local and overseas transfers as allowed by prevailing Vietnamese forex regulations— something currently offered by very few banking websites in Vietnam. An internal study of HSBC show that 80% of HSBC PFS customers enjoy daily banking services thanks to internet banking, which is a clear example of our efforts to make "HSBC the best place to bank"" said Lyndsay Rajah-Head of Personal Financial Services of HSBC Viet Nam.

Customers enjoy greater convenience as they can manage their finances wherever they are and apply for products online regardless of the time of day, with personal information automatically filled into the application form when applying through internet banking. Customers also save up to 50 per cent on transfer fees for transactions performed online rather than in-branch. Other features of HSBC's fully bilingual site include real time credit card account updates, interactive ATM locator, loan calculators and instant

insurance quotations. HSBC's site also benefits from regional and local security teams and functionality and processes that have been developed from regional and global best practices. With a network of over 900 ATMs with strategic partner Techcombank, a 24 hour phone-banking service and a robust internet banking platform, HSBC's consumer customers have the freedom to choose the channels that is most convenient.

Internet banking is also extremely cost-effective and environmentally friendly as it greatly reduces the use of paper and allows customers to check their banking history online and save their statements to their computer for easy reference.

This award is HSBC Vietnam's latest international accolade for 2010 and follows a number of prestigious titles over the last couple of years. HSBC has been voted Best Foreign Bank in Vietnam for 5 consecutive years since 2006 by FinanceAsia, Best Sub-Custodian Bank and Best Trade Finance Bank for Vietnam for two years, including 2009, by The Asset Triple A Awards, and Best Sub-Custodian Bank in Vietnam 2008, 2009 by Global Finance.

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Notes for editors

1. Global Finance

Global Finance magazine celebrates its 22nd year of publishing in 2009, has 50,000 subscribers and more than 180,000 readers in over 158 countries. This audience includes chairmen, presidents, CEOs, CFOs, treasurers, and other financial officers responsible for making investments and strategic business decisions for large global companies and financial institutions. Global Finance also targets the 8,000 key portfolio investors who control over 80% of all assets under professional management.

2. HSBC in Vietnam

HSBC has been in Vietnam for 140 years - the Bank first opened an office in Saigon (now Ho Chi Minh City) in 1870. HSBC was the first foreign bank to launch its local incorporation on 1 January 2009 as HSBC Bank (Vietnam) Ltd. The Bank's current network includes one branch and four transaction offices in Ho Chi Minh City, one branch and three transaction offices in Ha Noi, one branch in Binh Duong, one branch in Da Nang and one branch in Can Tho. HSBC is the largest foreign bank in the country in terms of investment capital, network, product range, staff and customer base.

3. The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding and a principal member of the HSBC Group which, with about 8,000 offices in 87 countries and territories and assets of US\$2,418 billion at 30 June 2010, is one of the world's largest banking and financial services organisations.

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