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HSBC IN VIETNAM UNDERSCORES ITS COMMITMENT TO EXCELLENCE BY BEING AWARDED ‘BEST FOREIGN BANK IN VIETNAM 2010’ BY FINANCEASIA FOR THE FIFTH CONSECUTIVE YEAR

FinanceAsia, Asia’s leading publication in finance and banking, has named HSBC Vietnam the “Best Foreign Bank in Vietnam 2010” in this year’s Country Awards for Achievement - Best Foreign Bank category. This is the fifth year running that the bank has received this prestigious award.

FinanceAsia selected the award winners on the basis of their financial strength and performance, value of franchise, acquisitions that help to improve the franchise, number of staff, client base, major deals won during the period and testimonials from clients.

Mr. Thomas Tobin, Chief Executive Officer of HSBC in Vietnam, said: “As the leading foreign bank in Vietnam, we are proud to be voted the Best Foreign Bank in Viet Nam 2010 for the fifth year in a row by the highly respected FinanceAsia,

“Winning this prestigious award for five consecutive years confirms our customers’ trust in HSBC as the best place to bank, and represents a high level of recognition from independent industry leaders for our innovative world-class services and commitment to excellence in banking.”

HSBC in Vietnam’s awards to date include Best Foreign Bank in Vietnam 2006, 2007, 2008, 2009 and 2010 by FinanceAsia; Best Bank in Vietnam 2006, 2008 and 2009 by the Asset Triple A; Best Trade Finance Bank in Vietnam 2008, 2009 by Asset Triple A; Best Sub-custodian Bank in Vietnam 2008, 2009 by Global Finance; Best Sub-custodian Bank in Vietnam 2006, 2009 by the Asset Triple A...

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HSBC in Vietnam underscores its commitment to excellence by being awarded “Best Foreign Bank 2010” by FinanceAsia for the 5th consecutive year/2

Notes to editors:

1. 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 locally incorporated entity 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 Hanoi, and one branch in Binh Duong. HSBC is the largest foreign bank in the country in terms of investment capital, network, product range, staff and customer base.

2. 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 88 countries and territories and assets of US\$2,364 billion at 31 December 2009, is one of the world's largest banking and financial services organisations.

3. FinanceAsia

Established in 1996, FinanceAsia is Asia’s leading financial publishing company based in Hong Kong with additional bureaus in Singapore and Sydney.

At the end of 2005, FinanceAsia was fully acquired by Haymarket Publishing, the largest privately-owned publishing company in the UK, which is owned by Lord Michael Heseltine, the former UK Deputy Prime Minister. Their products include FinanceAsia Magazine, AsianInvestor Magazine, website www.financeasia.com, Events and Conferences.

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