

23 June 2010

HSBC LAUNCHES CLIENTSPHERE IN VIETNAM

HSBC Bank (Vietnam) Ltd. today officially introduced ClientSphere – its online solution delivery platform for Global Payments and Cash Management (PCM) customers.

Traditionally, customers manage their implementation project via phone, email or meetings with their internal teams and banking partner, which could be time consuming and required extensive internal resources. A thorough understanding of our clients' needs has enabled HSBC to develop a first-in-market global platform, ClientSphere, to provide customers with a swift, seamless and easy- to- manage solution for the delivery of cash management services.

ClientSphere enables corporate customers to manage project activities and track current status via a secure banking website that is accessible by the project team within the company and HSBC. With just one click, users can have full visibility of their project anytime, anywhere.

HSBC is the first bank, not only in Vietnam but in the world, to offer this fully integrated solution delivery service. For projects that involve parties in Vietnam and in other countries, ClientSphere will significantly reduce the time and resources spent on communications, documenting, and filing; and enable all parties involved in the project, both in Vietnam and worldwide, to track and control new developments in real time.

Mr. Puneet Gupta, Head of Payments and Cash Management, HSBC in Vietnam, said: “As the leader in the provision of cash management services, HSBC always strives to provide our customers with the most technologically advanced platform, capable of delivering and implementing faster and more efficient cash management solutions. We are proud to launch ClientSphere in Vietnam to promote a straightforward, click-through process for both our customers and staff, and enhance our customer's experience with collaboration, effective communication, visibility and control.”

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HSBC launches ClientSphere in Vietnam/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.

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