



1 June 2010

REDEEM HSBC CREDIT CARD POINTS FOR CHARITY

****HSBC in Vietnam pledges to turn HSBC Credit Card Rewards points into cash for local charities****

1 June 2010, HSBC Bank (Vietnam) Ltd. launched the new Rewards Point Donation programme which allows HSBC Credit Cardholders to redeem rewards points for charity donations. The programme is dedicated to brighten the lives of local disadvantaged children. For HSBC credit cardholders, all shopping, travel or dining experiences now have an added feel-good factor, they can be turned into donations to selected charity organisations to support children in need.

HSBC is the first bank that offers charity donation option through Credit Card Usage Channel to Premier Mastercard as well as Gold and Classic credit card holders. The new programme is a supplement to the current Rewards programme, in which cardholders earn one point for every VND1,000 spent using their HSBC Credit Card. Card holders then can either redeem accumulated points for their preferred gifts or gift vouchers from the Rewards catalogue, such as dining coupons, movie tickets, travel coupons, home appliances or donate these points to one of two charities, Thien An Orphanage¹ in Can Tho and Thuan An Centre² in Binh Duong.

“As part of our Corporate Sustainability strategies, HSBC in Vietnam works towards involving not only our staff but other customers in the cause of building a sustainable society in Vietnam. The new Rewards programme allows us to invite our customers to join us to make a difference to disadvantaged children as a first start to this programme. Now every time our customers use their HSBC Credit Card, they have the added satisfaction of knowing they are making a positive impact on the lives of some of Vietnam’s neediest youngsters”, said Tom Tobin, HSBC Vietnam’s Chief Executive Officer.

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HSBC launches the new charity donation program for credit card holders

To make a donation, customers simply call the HSBC Hotline (08 37247247) or log into Internet Banking, and click on the 'donate points to charity' icon. HSBC will then donate the corresponding sum to the customer's chosen charity on a quarterly basis. The Bank also plans to add more charitable organizations to the scheme in the future so that the support can reach more beneficiaries.

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Note to editors

1. Thien An Orphanage

Thien An Orphanage is the non-profit organization that always strives for providing a better environment for children with disabilities and orphans; and protecting vulnerable children from abuse and exploitation. Currently, there are about 50 orphans living in the shelter.

2. Thuan An Centre

With the mission to remove the social barriers and empower hearing-impaired children to reach their true potential, Thuan An Centre is providing special education for 280 hearing-impaired children and fully developing all aspects of their personalities. For more information, please visit www.khuyettatthuanan.com

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, 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.

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.