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## **HSBC BANK VIETNAM EXPANDS HO CHI MINH CITY NETWORK WITH 3 NEW TRANSACTION OFFICES**

After opening three transaction offices in Hanoi in April – making HSBC the first wholly foreign-owned bank to operate both branches and transaction offices in Vietnam – the bank is doubling its reach by opening three more outlets in Ho Chi Minh City.

The first to open will be the Phu My Hung transaction office in District 7, followed by the Dinh Tien Hoang transaction office in District 1 and the Cong Hoa Transaction Office in e.town, Tan Binh District.

Thomas Tobin, Chief Executive Officer of HSBC Bank (Vietnam) Ltd., said: “Becoming the first foreign bank to incorporate locally has given us a platform to grow organically in Vietnam and offer HSBC’s world-class banking products and services to more customers through a wider distribution network.

“Now customers in Ho Chi Minh City can benefit from an enhanced banking experience, with the latest banking facility technology in a stylish contemporary interior design. Our customers can access our comprehensive range of products with greater convenience as we bring the world’s local bank closer to them.”

HSBC Bank (Vietnam) Ltd., voted Best Bank for Vietnam 2009 by the Asset Triple A, will open its Phu My Hung Transaction Office at 1401-1403 Nguyen Van Linh Avenue, My Toan 2, Phu My Hung, on 13 May 2009. Located in the new Saigon South business hub, the Phu My Hung Transaction Office covers 151 square metres of ground floor space and an additional 167 square metres across the first and second floor.

The 182-square-metre Dinh Tien Hoang Transaction Office will be opened on 20 May. It is located on the ground floor of the modern Saigon Financial Centre building – home to a number of high-profile local and international financial institutions – at 9 Dinh Tien Hoang Street, Da Kao Ward in District 1.

The opening of the Cong Hoa Transaction Office within 477 square metres of ground floor space at the E.town 3 Building, 364 Cong Hoa Street, Tan Binh District, will follow shortly after on 26 May.

## **HSBC Bank (Vietnam) Ltd. expands Ho Chi Minh city network with three new transaction offices**

All three distribution outlets will offer HSBC's full range of Personal Financial Services products and services to retail customers.

Lyndsay Rajah, Head of Personal Financial Services of HSBC Bank (Vietnam) Ltd., said: "The personal banking segment in Vietnam has significant growth potential as less than 10 per cent of Vietnam's population have a bank account. With the establishment of our new transaction offices, HSBC Bank Vietnam will be able to penetrate further into the retail market. The new outlets also underline HSBC's confidence in the country's long-term development, despite the current global economic turmoil."

To celebrate the opening of HSBC's transaction offices in Ho Chi Minh City, from 11 May to 5 June 2009 customers will receive a number of special rewards. Customers applying for a range of personal banking products, including current and savings accounts, loans, and credit cards at the new transaction offices will receive food and beverage vouchers and HSBC piggy banks, as well as a lucky draw ticket for a chance to win a Sony Home Theatre or 32 inch Sony LCD TV.

"HSBC will continue to make our world-class products and services more accessible to customers as we expand our network in 2009," said Lindsay Rajah.

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### **Notes for editors**

#### **HSBC in Vietnam**

HSBC has been in Vietnam for 138 years - the Bank first opened an office in Saigon (now Ho Chi Minh City) in 1870. HSBC currently holds 20 per cent of the share capital of Vietnam Technological and Commercial Joint Stock Bank (Techcombank), one of the largest joint stock commercial banks in Vietnam, and 10 per cent of the share capital of BaoViet Holdings, the leading financial insurance group in Vietnam. These investments strengthen HSBC's position as the largest foreign bank in the country in terms of investment capital, network, product range, staff and customer base. The Bank officially started to operate as HSBC Bank (Vietnam) Ltd. on 1 January 2009 and is headquartered in Ho Chi Minh City.

#### **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 9,500 offices in 86 countries and territories and assets of US\$2,527 billion at 31 December 2008, is one of the world's largest banking and financial services organisations.

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