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HSBC PREMIER REDEFINES BANKING FOR MOBILE AFFLUENT IN VIETNAM

Ho Chi Minh City - Today HSBC Bank (Vietnam) Ltd. (HSBC Vietnam) launches HSBC Premier, the first truly globally linked and comprehensive banking service for its growing number of mass affluent customers in Vietnam.

HSBC Premier offers customers the ability to move around the world without changing the way that they bank. Premier customers benefit from seamless cross-border banking and can take their accounts, credit history and banking relationships with them wherever they choose to live and work.

“HSBC Premier is the first truly global mass affluent banking service that offers international recognition, as well as innovative products and services, for Vietnam,” said Lindsay Rajah, Head of Personal Financial Services (PFS) for HSBC Vietnam.

“With global recognition and international services, HSBC Premier will help our customers and their families meet both their local and global financial needs by offering a consistently high level of service anywhere in the world. This allows them to explore and make the most of the world’s opportunities and possibilities as they enjoy a life without borders”, continued Ms. Rajah.

Aligned with global HSBC Premier, the launch of HSBC Premier in Vietnam will further strengthen HSBC’s suite of PFS services in Vietnam. To be eligible for Premier, a customer must maintain a minimum banking balance of VND1 billion, approximately US\$50,000.

“According to our analysis, around 10% of the deposit account holders in Vietnam fall into this category. These customers are increasingly internationally-oriented, sophisticated and knowledgeable. HSBC, with the strength of international network in 88 markets, is the only bank in the world that can provide them with the seamless international service they need,” added Tom Tobin, Chief Executive Officer of HSBC Vietnam.

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HSBC Vietnam will first launch Premier in its two flagship branches in the Metropolitan in HCMC and the Pacific Place in Hanoi, and will look to expand in other locations in the future.

With Premier status, Vietnamese customers can also access 350 international Premier Centres in major cities around the world, and more than 6,000 branches with Premier service points. Each location will have access to all the information needed to serve customers and to provide advice on local services.

To support Premier customers, HSBC has built a Global Training Academy, providing over 5,000 HSBC Premier Relationship Managers around the world, plus another 3,000 support staff with the necessary training and accreditation.

The new global Premier service brings with it a wealth of enhanced services, which includes:

- Ability to view and manage all accounts held with HSBC globally through a single website.
- Ability to pre-arrange opening of overseas accounts in home country and transfer credit history.
- Access to join Premier in other countries with local minimum requirements waived.
- Free online fund transfers between self-named accounts within HSBC, wherever they are based.
- Free credit card offering special deals from over 19,000 outlets in more than 160 countries and territories as part of HSBC's home&Away programme.
- Access to 350 Premier Centres offering banking services and lounge facilities across 45 countries and territories.
- One globally accessible number for HSBC's 24-hour worldwide emergency service, which can provide card replacement and a minimum of US\$2,000 for emergency cash.

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- Wealth Management services with global market information for retail investors; access to a variety of wealth management products, local expertise and markets; and quarterly updates on selected funds for Premier customers.
- Access to a relationship manager who provides personalised service.
- Pre-approved mortgages of up to 60 per cent of the property price/valuation.
- Access to all these services for their family as well.

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Notes to editors:

1. HSBC Bank (Vietnam) Ltd.

HSBC has been in Vietnam for 140 years - the Bank first opened an office in Saigon (now Ho Chi Minh City) in 1870. HSBC launched its local incorporation on 1 January 2009 as HSBC Bank (Vietnam) Ltd. (HSBC Vietnam). 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.

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. HSBC Premier

HSBC Premier launched in 2000 and with international services starting in May 2007, HSBC Premier is the first truly global personal wealth management service offering individually tailored financial solutions for the growing number of mass affluent individuals. Globally, HSBC Premier serves over 3.6 million customers through 350 international Premier Centres in 45 countries and territories. In Vietnam, HSBC Premier launched in May 2010 targeting individuals with liquid financial assets exceeding VND1 billion. HSBC Premier operates in 2 flag-ship branches in the Metropolitan in HCMC and the Pacific Place in Hanoi.

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