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HSBC JOINS UP WITH BAO VIET TO DONATE SCHOLARSHIP PACKAGES FOR UNIVERSITY STUDENTS

****HSBC also organises banking literacy training for students of Banking University****

Twenty first-year finance students received a boost to their academic future, as HSBC joined up with strategic partner Bao Viet to donate scholarships and insurance policies as part of HSBC's Corporate Sustainability (CS) programme.

This is the first collaboration on a CS initiative between HSBC Vietnam and Bao Viet Life, Vietnam's leading insurer. Twenty financially disadvantaged students with good academic records and who have made a contribution to the community were chosen to benefit. Ten students received a one-year scholarship to the Ho Chi Minh City University of Banking, as well as a five-year term life insurance policy. An additional ten students received the five-year insurance cover. All twenty students were presented with their gifts at the university's "Welcome New Students" ceremony on 4th October 2009, and have been invited to take a tour around the HSBC's offices and training facility at the Saigon Financial Centre, 9 Dinh Tien Hoang, in Ho Chi Minh City's District 1 to deepen their understanding of banking. Those students will also be given priority for internships at HSBC during or following the completion of their academic studies.

In addition to providing these finance assistance packages, HSBC has also organised banking workshops for students of the Banking University of Ho Chi Minh City. The workshops cover various banking subjects from the basics of borrowing, using credit, home ownership, and managing mortgages to setting up personal financial plans. Senior HSBC executives will present these workshops in order to provide more in-depth information as well as insights into practical case studies on money management. The workshops will commence on 10 October and continue until 31 October 2009.

"Sustainability is a relatively new concept in Vietnam, and HSBC is one of the very first companies to make Corporate Sustainability an integral part of its business strategy. Each year HSBC donates to and sponsors numerous green initiatives and community projects, with healthcare and education being a key focus," said HSBC Vietnam's Chief Technology and Services Officer Matthew Martin, who is also the chairman of the Corporate Sustainability Committee.

In 2009 alone, HSBC has provided direct financial assistance to over 160 children from various provinces in Vietnam. HSBC Vietnam's dedicated CS team acts as the main liaison between the Bank and non-profit charity organisations in Vietnam, as well as developing independent campaigns to raise awareness of key environmental and social issues. These issues include combating climate change, supporting education and community projects, and developing ways to reduce the Bank's carbon footprint.

Over 400 HSBC staff members – 40 per cent of the bank's head count – have contributed a total of 2,428 volunteer hours to CS projects in 2009. 600 man hours have been spent on education projects; 441 hours to environmental projects, and 396 members of HSBC staff have dedicated 1,387 hours to community-based projects.

"I am proud of the efforts of all HSBC staff, and the difference each one of them has made to the community in which we all live and work," Matthew Martin continued. "Bao Viet's support and involvement in this latest scheme is tangible proof of how joining up on CS activities can benefit the local community, and I look forward to joining up with more of our business partners as we continue to implement innovative corporate sustainability initiatives in the future."

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HSBC in Vietnam

HSBC had a presence in Vietnam for 138 years - the Bank first opened an office in Saigon (now Ho Chi Minh City) in 1870. The Bank officially started to operate as HSBC Bank (Vietnam) Ltd. on 1 January 2009 and is headquartered in Ho Chi Minh City. Currently the Bank's 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 Vietnam in terms of investment capital, network, product range, staff and customer base.

The HSBC Group

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 8,500 offices in 86 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,422 billion at 30 June 2009, HSBC is one of the world's largest banking and financial services organisations.

The HSBC Group 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.

Euromoney magazine recently named HSBC as its 'Global Bank of the Year' and HSBC is widely regarded as the world's most valuable banking brand.

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