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HSBC VIETNAM LAUNCHES 2010 ‘GRAND SALES’ PROMOTION FOR PERSONAL FINANCIAL SERVICES CUSTOMERS

After the success of last year’s “Great Offers” campaign, on 5 July 2010 HSBC Bank (Vietnam) Ltd., (HSBC Vietnam), launched its “Grand Sales” promotion – the bank’s biggest annual promotion campaign in 2010 for personal financial services (PFS) customers.

Customers will be able to take advantage of a broad range of exciting discounts, offers, fee waivers, bonus interest rates and promotional gifts across all of HSBC’s PFS products, from loans and cards to HSBC Premier and insurance. All are available at all HSBC branches and transaction offices until 30 September 2010.

Customers applying for any Home Loan, Car Loan or Personal Instalment Loan will benefit from free interest for the first month following disbursement.

For Classic and Gold Credit Cards, Customers will receive a VND600,000 cash credit when applying for a primary card, and a VND800,000 cash credit when applying for both primary and supplementary card(s).

Customers holding a Time Deposit or Dual Currency Deposit account will receive an additional 0.5% interest (paid in Vietnam dong) across all tenors.

All Medical Care, Personal Safety and Travel Insurance policies premiums will be discounted by 5%.

Premier Customers will receive an additional 5% interest per annum on their balances in Vietnam dong throughout the Grand Sales promotion period.

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HSBC launches its 2010 Grand Sales Promotion to Personal Financial Services Customers/2

In addition, customers that are quick to take advantage of HSBC's special offers will also be entitled to a range of very special 'must have' gadgets. For the first 50 disbursed home loans valued at VND1 billion or more, HSBC will reward customers with a fantastic free Apple iPad.

The first 50 customers to be approved for any combination of two products from HSBC's Credit Card, Personal Instalment Loan or Car Loan with minimum value of VND100 million and VND400 million respectively offering will receive a free Apple iPhone 3G.

As a thank-you gesture, environment friendly door gifts are offered to customers who pay a visit to HSBC outlets during the Grand Sales promotional period. The gifts will be given on a first- come-first-served basis. While stocks last.

"HSBC Vietnam has achieved many milestones since its local incorporation in January 2009, and our success is largely due to the unwavering support of our highly valued customers," said Lyndsay Rajah, Head of PFS department.

"As a token of our appreciation, we have launched our biggest promotion ever, offering the greatest savings on HSBC products. HSBC's Grand Sale will give our customers huge discounts on our full suite of personal financial products, all of which have been developed specifically to help our customers in Vietnam live the life they want." Ms Rajah continued.

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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 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.

HSBC launches its 2010 Grand Sales Promotion to Personal Financial Services Customers/2

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.

This news release is issued by

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