



3 November 2009

HSBC's "WIN A HOLIDAY" PROMOTION FOR PERSONAL FINANCIAL SERVICES CUSTOMERS

From 01 November 2009 to 31 December 2009, HSBC customers will stand a chance to win a holiday to Hong Kong or the USA with every VND3,000,000 (or equivalent) increase in their average monthly deposit balance.

All new and existing personal customers who open or hold an existing savings, current, certificate of deposit or term deposit account in any currency will be eligible for the promotion.

Every VND3,000,000 (or equivalent) increase in the customer's Monthly Average Balance* (MAB) at the end of the month compared against the MAB of the previous month, will earn the customer one chance to win one of the eleven fantastic holidays in the HSBC lucky draw. The grand prize is an eight-day trip to the United States for two people worth VND100,000,000 and ten four-day trips to Hong Kong for two people worth VND20,000,000 each.

There is no maximum number of chances that can be accumulated by each eligible participant during the promotional period. The promotion also applies to new customers who open their first new account and deposit with the Bank in November or December 2009.

The first draw will be conducted on 15 December 2009, with five trips to Hong Kong to be given away. All unsuccessful entries will be carried into the second draw which will be conducted on 15 January 2010, where another five trips to Hong Kong and the grand prize of a trip to the USA will be given away. Winners will be notified by phone and/or mail within seven working days after each lucky draw. They will have 30 days to claim their prize.

(*) *The **Monthly Average Balance (MAB)** of each customer is the consolidated total end-of-day balance of all Deposit Accounts belonging to the customer at HSBC during the month divided by the number of days in the month.*

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HSBC launch “Account Opening and Deposit-Special Offer” promotion for PFS customers/2

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Notes to 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. 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 term 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 18 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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