

22 April 2009

HSBC BANK (VIETNAM) LTD. OPENS FIRST TRANSACTION OFFICE IN VIETNAM'S CAPITAL, HANOI

HSBC Bank (Vietnam) Ltd. will open the Tay Ho Transaction Office (TO) - its first following local incorporation – in Vietnam's capital city Hanoi on 22 April 2009.

Centrally located at Syrena Tower, 51 Xuan Dieu Street, Tay Ho District, the Tay Ho transaction office is a subsidiary of HSBC's Hanoi Branch. Covering 427 square metres of ground floor space, HSBC's Tay Ho Transaction Office offers a full range of Personal Financial Services (PFS) products and services to retail customers in Hanoi.

Thomas Tobin- chief executive officer of HSBC Bank (Vietnam) Ltd. said: "As part of our organic growth for 2009 and beyond, HSBC is reaching more retail customers in Vietnam while upgrading our customers' banking experience. This will include more prominent locations, more advanced self-banking facilities, a modern dynamic in-store design and a professional and friendly staff in keeping with HSBC global brand image and Group standards."

HSBC first received the in-principle approval for local incorporation in Vietnam in March 2008, and set up a Wholly Foreign-Owned Bank (WFOB) in Vietnam in September. HSBC became the first foreign bank within Vietnam's fast-growing banking sector to begin operations as a fully locally-incorporated bank on 1 January 2009, and the opening of the Tay Ho Transaction Office makes HSBC the first and only wholly foreign-owned bank in Vietnam with both branches and transaction offices in place.

The bank's expansion plan will continue in 2009 with two more transaction offices due to open in Hoan Kiem and Phan Chu Trinh over the next few weeks. Three more are planned for HCMC soon.

Lyndsay Rajah, head of Personal Financial Services of HSBC Bank (Vietnam) Ltd. said: "The world's local bank is now closer to you. Customers can access the same extensive range of personal banking products and services offered in HSBC branches and transaction offices across Vietnam, while benefitting from HSBC's extensive international banking experience and a support network of 330,000 people employed around the world – a reflection of HSBC's global connectivity and status as Vietnam's Best Bank".

To celebrate the opening of HSBC's transaction offices, from 3 April to 24 April 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 & beverage vouchers and HSBC piggy banks, as well as a lucky draw ticket for a chance to win a Sony Home Theatre and 32 inch Sony LCD TV.

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HSBC Bank (Vietnam) Opens Groundbreaking First Transaction Office in Vietnam's capital, HaNoi

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NOTES FOR EDITORS

1. Best Bank in Vietnam

HSBC was awarded "Best Bank in Vietnam 2009" by The Asset Triple A. The Asset is the leading finance publication for Asian corporates and global investors in the region. The magazine specialises in providing analysis and insight into how Asia's leading companies raise and manage their capital, as well as the buying behaviour of global investors active in Asia's markets.

2. 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 HCMC.

3. 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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