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HSBC NAMED WORLD'S MOST VALUABLE INTERNATIONAL BANKING BRAND

HSBC is the top international banking brand in the 2009 BrandZ Top 100 Most Valuable Global Brands.

The top 100 brands in the annual rankings comprise 17 categories, including financial institutions, insurance, technology, mobile operators, technology, retail and luxury. It is estimated that the total value of the 100 most valuable brands in the world is US\$1.95 trillion. HSBC, with an estimated brand value of US\$19.1 billion, is the top international banking brand in the financial institution category. In the overall ranking, HSBC is the world's 30th most valuable brand.

The brand ranking exercise, now in its fourth year, evaluates brands by using economic and market data and proprietary consumer research from BrandZ, the world's largest study of consumers and business-to-business users' brand preferences. The study was conducted by global market research company Millward Brown. The dollar value of each brand in the ranking is the sum of all future earnings that brand is forecast to generate, discounted to a present day value. Financial data of the companies was also taken into account.

The BrandZ ranking report said while many Western banks have suffered significant decreases in brand value as a result of the financial crisis, HSBC is the UK-based bank least affected as HSBC "was insulated by its strong presence in emerging markets".

Sandy Flockhart, CEO of HSBC in Asia-Pacific, said: "Suffice to say we are delighted that the HSBC name remains not only widely recognised but also highly valued during these difficult economic times. Clearly, the global financial crisis has damaged the reputation of the banking sector in general with the total brand value of the industry declining by 11 per cent. What is also clear is that not all banks are the same: HSBC's brand actually gained value – a testament to our financial strength and to the commitment of our staff in upholding HSBC's long-standing values."

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HSBC named world's most valuable international banking brand/2

The HSBC brand has been highly valued by consumers around the world. It has also taken top rankings recently in *The Banker's* 1,000 Global Banking Brands 2009 and *Brand Finance's* Global 500 Financial Brands Index 2009. In addition, HSBC also won *The Asian Banker's* Best Brand Building Initiative (Asia Pacific) Award for its regional brand strategy and campaign in 2008.

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NOTES FOR EDITORS

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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