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HSBC LAUNCHED TEN NEW MULTIFUNCTIONAL ATMS (MFMS) – ONE FOR EACH OF THE BANK’S OUTLETS IN VIETNAM

HSBC Bank (Vietnam) Ltd. has rung in a New Year and a new decade by launching 10 new multifunctional ATMs, or MFMs, in the first week of 2010. At least one MFM is located at each of the Bank’s branches and transaction offices in Vietnam, enabling customers to make automated Vietnam dong cash deposits directly into bank accounts held at HSBC.

The new MFMs also provide one-stop banking services, including cash withdrawals, bill payment facilities and account balance enquiries, among others.

HSBC’s MFMs deposit function benefits both personal and corporate customers. In the past, deposits could only be made over the counter during banking hours. Now customers can make a deposit 24 hours a day, seven days a week. This function also supports HSBC’s Loan and Credit Card customers who cannot visit the bank to pay their monthly installments during working hours. Customers can deposit notes of VND10,000 upwards, with a maximum daily deposit limit of VND100 million applied per account.

“HSBC is committed to providing innovative world-class banking products and services tailored to our customers in Vietnam, and the new MFMs will give HSBC customers greater convenience in meeting their daily banking needs,” said Lyndsay Rajah – Head of Personal Financial Services of HSBC Vietnam

“This latest retail banking development for the Bank also supports our channel migration strategy from counters to self-service channels, which again is designed to give our customers more choice and convenience.”

The addition of 10 new MFMs brings the total number of HSBC-operated ATMs in Vietnam to 146. HSBC customers also benefit from free-of-charge access to an additional 564 Techcombank ATMs around the country, following the ATM linkage signing ceremony between HSBC and Techcombank in May 2008.

HSBC launched 10 new multifunctional ATMs (MFMS)- one for each of the bank's outlet in Vietnam - 2

NOTES FOR EDITORS

1. HSBC in Vietnam

HSBC has been in Vietnam for 139 years - the Bank first opened an office in Saigon (now Ho Chi Minh City) in 1870. HSBC launched its local incorporation on 1 January 2009 as HSBC Bank (Vietnam) Ltd. (HSBC Vietnam). 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.

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 8,500 offices in 86 countries and territories and assets of US\$2,422 billion at 30 June 2009, is one of the world's largest banking and financial services organisations.

The Hongkong and Shanghai Banking Corporation Limited 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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