

News Release

12 September, 2012

HSBC VIETNAM NAMED BEST FOREIGN COMMERCIAL BANK BY FINANCEASIA FOR THE SEVENTH CONSECUTIVE YEAR

HSBC Bank (Vietnam) Ltd. (HSBC Vietnam), has once again been awarded the prestigious title of Best Foreign Commercial Bank in Vietnam by *Finance Asia*, one of Asia's leading banking and finance publications. This is the seventh year running that HSBC Vietnam has scooped this celebrated annual award.

With 18 outlets and over 200,000 customers across the country, HSBC has a solid footprint in Vietnam. *Finance Asia* believed that HSBC stood out as the best foreign commercial bank in 2012 and praised HSBC's continued efforts to expand operations and diversify services despite testing market conditions.

"We all know that the last few years have been challenging for everyone – for the State Bank, the financial sector and the public – and we at HSBC are trying to play our part to help realise the tremendous economic potential of Vietnam.," said Sumit Dutta, Chief Executive Officer of HSBC Vietnam. "As always our key objective is to support the rapidly growing needs of our personal and corporate customers by introducing the highest quality products and services available internationally into the Vietnamese market. We would like to thank our customers for the confidence and trust they have placed in us and we will continue to work towards exceeding their expectations.

The Hong Kong-based publication also lauded HSBC's diversified services on the retail front with the launch of a mobile banking channel that enables customers to use smartphones for a range of banking services, and HSBC Platinum Card which helped to strengthen the bank's leadership in wealth management and credit card services. Undoubtedly, HSBC's reputation as a strong and resilient bank also drew new customers seeking sound financial solutions during the difficult time of market turmoil.

This information is issued by

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FinanceAsia

Established in 1996, FinanceAsia quickly developed into Asia's leading financial publishing company, based in Hong Kong. At the end of 2005, FinanceAsia was acquired by **Haymarket Media Limited**, the largest privately owned publishing group in the UK. With bureaus in Hong Kong, Singapore and Sydney *FinanceAsia* covers Asia's fast moving financial and capital markets. Published 11 times a year, *FinanceAsia* magazine covers the region's capital and banking markets. With a mixture of in-depth articles, surveys, key interviews and blockbuster cover stories, we provide the professional reader with an intelligent, timely and subjective view of the markets. The website *financeasia.com* is updated daily and features a mixture of the latest deals and financial news from the region's markets.

HSBC Vietnam

HSBC has been in Vietnam for over 140 years. HSBC was the first foreign bank to launch its locally incorporated entity on January 1, 2009 as HSBC Bank (Vietnam) Ltd. The bank's current network includes one transaction centre, one branch and five transaction offices in Ho Chi Minh City, one branch, three transaction offices and one deposit office in Hanoi, and four full-service branches in Binh Duong, Can Tho, Da Nang and Dong Nai provinces and one representative office in Hai Phong. HSBC is one of the largest foreign banks in the country in terms of investment capital, network, product range, staff and customer base.

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 6,900 offices in 84 countries and territories and assets of US\$2,652 billion at 30 June 2012, is one of the world's largest banking and financial services organisations.

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