

HSBC VIETNAM LAUNCHES MOBILE BANKING SERVICE

HSBC Bank (Vietnam) Ltd (HSBC Vietnam) is making banking even more convenient with the introduction of its new Mobile Banking service. The service will allow customers of HSBC Vietnam using most smartphone models to connect quickly and securely to their personal banking accounts. They can then perform a range of essential transactions without needing to visit a bank branch.

Customers taking advantage of the easy-to-use Mobile Banking service will be able to enjoy all of the most popular features of HSBC Vietnam's award-winning online banking service: they can check their account balance and review their last 20 transactions as well as pay bills and keep an eye on currency exchange rates.

The service will also allow customers to transfer money between their various savings, credit card or lending accounts while further options will enable transfers to the account of another HSBC Vietnam customer or even to another bank in Vietnam. Customers will also be able to keep in touch with the Bank via a secure message service. As an added bonus, Mobile Banking users can also take advantage of the Bank's interest rates by opening time deposits through a series of simple steps.

HSBC Vietnam's Mobile Banking service is available across a range of devices and platforms. Users of Apple iPhones, iPads and iPod touch can download the HSBC Mobile Banking application directly from the online Apple Store in Vietnam.

HSBC Bank (Vietnam) Ltd has a proven track record of technological innovation. The Bank's personal internet banking service has won Global Finance magazine's prestigious Best Consumer Internet Bank in Vietnam for the last three years running.

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Notes to Editors:

1. HSBC Vietnam

HSBC has been in Vietnam for 140 years – the Bank first opened an office in Saigon (now Ho Chi Minh City) in 1870. HSBC was the first foreign bank to launch its locally incorporated entity on 1 January 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. HSBC is one of the largest foreign banks 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 7,500 offices in 80 countries and territories and assets of US\$2,716 billion at 30 Sep 2011, is one of the world's largest banking and financial services organisations.

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