

News Release

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HSBC announces results of 2012 Future First programme in Vietnam

** VND3.1 billion will be funded to six projects of local NGOs and SOS Children's Villages to provide educational opportunities and lessons in life skills for around 9,200 children in Vietnam**

HSBC Bank (Vietnam) Ltd. (HSBC Vietnam) has announced the latest recipients for the bank's flagship educational programme Future First, which provides educational and other opportunities for orphans and street children as well as vocational training for underprivileged young people in Vietnam.

This year Future First, which was first initiated in 2006, will sponsor six approved projects in Vietnam, including projects of three SOS Children's Villages and another three missions run by three different local NGOs with total funding of around US\$148,500 (approximately VND3.1 billion), benefitting over 9,200 children in Vietnam. In total, 93 projects across 35 countries around the world will be sponsored with total funding of US\$2.9 million from HSBC in 2012.

"Future First is one of the cornerstones of HSBC's corporate sustainability programme and allows us to help some of Vietnam's most disadvantaged young people gain access to education and develop vital life skills," said Sumit Dutta, Chief Executive Officer. "By linking up with NGOs based in Vietnam, we can better align HSBC funds with the needs of the community and sponsor initiatives that are of long-term benefit to young people."

Future First was first launched in Vietnam in 2007 and since then HSBC Vietnam has coordinated with in-country NGOs to fund projects that provide invaluable care for the country's most disadvantaged children. To date, around US\$693,700 in direct funding has been provided to support 26 projects and benefit 53,400 children in Vietnam. All projects are monitored by the HSBC Vietnam Future First project team.

This information is issued by

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The key focus areas for Future First projects are formal and informal education for children and vocational training for the youth to give individuals the capability, resources and opportunity to pursue their personal and household economic goals. Needs-based counselling is another important component. Educational projects will benefit children below 18 years, while life skills and vocational training projects will target youths aged from 15 to 24 years.

Apart from this fund, HSBC Vietnam conducts a number of other initiatives centred around education and personal financial management to provide children with the ability to manage their lives more effectively in future. This is in line with HSBC Vietnam's focus on long-term value to the community.

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Notes to Editors:

The six 2012 approved projects in Vietnam:

- SOS Children's Village Ben Tre: Empower and strengthen capacity of poor and young people by providing quality education and teaching other essential life skills (health, nutrition, hygiene, etc) so that they become more self-reliant and valuable contributing members of society in future. Total funding - US\$15,000
- SOS Children's Village Da Nang: Empower and strengthen capacity of poor and young people by providing quality education and teaching other essential life skills (health, nutrition, hygiene, etc) so that they become more self-reliant and valuable contributing members of society in future. Total funding - US\$30,000
- SOS Children's Village Da Lat: Empower and strengthen capacity of poor and young people by providing quality education and teaching other essential life skills (health, nutrition, hygiene, etc) so that they become more self-reliant and valuable contributing members of society in future. Total funding - US\$35,000
- Office of Labour, Invalids and Social affairs, Cao Lanh City, Dong Thap Province: Provide learning tools, health care services, job training, and essential life-skills training for children living in poverty or households under poverty line. Total funding - US\$32,315
- Thien Chi Centre for Community Support and Development: Create opportunities for rural school students to access computers easily by establishing computer centres in local schools. Very poor students can learn how to use computers for free (the school pays the fee on behalf of the poor students). Total funding - US\$13,854
- Catalyst Foundation: Give students' strong marketable skills and help with job placement as well as build confidence for students to enter the work environment or set up their own businesses. The programme provides students with a vocational training programme, helping them to learn a craft which will help them provide for their family. After completing vocational training and an apprenticeship, the young craftsperson is also able to take out a microloan. Funding US\$22,418

About Future First

Future First is HSBC's flagship educational programme for disadvantaged children. Launched in 2006, the initial five-year, US\$10 million-programme gave deprived and excluded children access to education and teaches life skills, whether the children are on the streets, orphaned or in care. In 2011, HSBC pledged an additional US\$15 million to extend Future First for another five years to further tackle child poverty by sponsoring education and shelter projects.

Future First works in partnership with NGOs in countries where HSBC has a presence, funding individual projects selected through an annual bidding process conducted by HSBC Country Coordinators globally. Coordinators collaborate with local NGOs to develop a funding submission for a local project that supports at-risk children. Applications are submitted to the programme secretariat based in Mumbai, India. Bids are also considered for existing local SOS Children's Village projects in countries where SOS and HSBC share a presence.

During the first phase of Future First from 2006 to 2010, HSBC spent US\$10 million to fund 314 projects across 55 countries, delivering vital support to more than half a million street children, children in care and orphans around the world. The second phase commenced in 2011 with HSBC pledging an additional US\$15 million over five years to extend Future First. Last year, HSBC funded 99 projects with US\$3 million, benefitting more than 41,000 children globally

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 7,200 offices in 85 countries and territories and assets of US\$2,556 billion at 31 December 2011, is one of the world's largest banking and financial services organisations.

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