

News Release

24 November 2012

HSBC Vietnam unveils Finance and Career Orientation programme for undergraduates

****Approximately 3,000 university students will*

*benefit from financial planning lessons and orientation programme****

**** Winners of Young Financial Planner's Competition to receive cash prizes, soft-skills training and unprecedented career orientation opportunities with HSBC ****

HSBC Bank (Vietnam) Ltd teams up with the Vietnam National University- Ho Chi Minh City to launch HSBC Finance and Career Orientation, a special programme devised especially for third level students, at some of the country's leading national universities in Hanoi, Ho Chi Minh City, Danang and Can Tho from 24 November, 2012 to 31 January, 2013.

This inaugural scheme will begin with workshops and Career Orientation sessions run by HSBC senior executives. The workshops are part of a financial education programme called Living Finance, which was specifically developed by HSBC to help students in Vietnam acquire the knowledge and skills necessary to build a financial plan, one which will enable them to make wise financial decisions and follow their preferred career path.

Students will learn about savings, credit, insurance and even investments and risks by learning more about the experiences of HSBC senior executives at each workshop. Besides, senior executives will also discuss successful lessons in attaining career and life goals.

The workshops will be complimented by the *Young Financial Planner Competition*, an inter-university contest, which will offer students an immediate opportunity to

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exercise their newly acquired financial planning savvy. Working in teams of three, the object is to provide the most effective solutions to specific and practical financial cases.

The top five teams will pick up cash prizes and take part in an unprecedented career orientation initiative called Experience HSBC—a programme designed with tailor-made soft skill training and interaction with HSBC Vietnam's top management team through lunches with HSBC functions' heads and breakfast with HSBC's CEO Sumit Dutta. The journey continues with an internship at HSBC to further experience the international leading bank's working environment.

“By launching the HSBC Finance and Career Orientation programme, we are not only offering Vietnamese graduates a unique opportunity to be equipped with basic financial knowledge but also discover and get a glimpse of what a career in financial services would be like.” said Jai Pawani COO and Chairman of HSBC Vietnam's Corporate Sustainability Initiatives.

Previously, HSBC Vietnam's groundbreaking financial literacy projects have introduced basic financial and money management skills to primary school students in the country's main economic hubs and lessons in personal finance management to young women and disadvantaged teenagers in remote provinces. In October HSBC also launched an Online Banking Library in Vietnamese for Vietnamese. Essentially a free resource designed to help individuals and companies improve their financial management skills and become better customers.

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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 and one representative office in Hai Phong and one representative office in Vung Tau. 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 6,900 offices in 80 countries and territories and assets of US\$2,721 billion at 30 September 2012, is one of the world's largest banking and financial services organisations.