

News Release

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HSBC calls for applications for 2012 Future First programme

HSBC Bank (Vietnam) Ltd. (HSBC Vietnam) is calling for submissions from international and local non-governmental organisations (NGOs) interested in receiving project funding from the Bank's flagship Future First programme. The programme provides education and life skills for street children, orphans and children in care, as well as vocational training for underprivileged young people in Vietnam.

"Future First is one of the cornerstones of HSBC Vietnam's corporate sustainability programme and allows us to help some of the country's most disadvantaged young people gain access to education and develop vital life skills," said Jai Pawani, Chief Operating Officer and chairman of the Corporate Sustainability Committee of HSBC Vietnam. "By asking NGOs based in Vietnam to tender project proposals for funding, we can better align HSBC funds with community needs. What we are really hoping to see is initiatives that are of long-term benefit to young people."

Future First was started by HSBC in 2006 and has since provided marginalised and impoverished young people with access to education and life skills, as well as a brighter, better future. The first phase of Future First finished in 2010 and saw HSBC spending 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. HSBC commenced the second phase in 2011 and pledged an additional US\$15 million over five years to extend the program. In 2011, HSBC funded 99 projects with US\$3 million, benefitting more than 41,000 children globally.

Launched in Vietnam in 2007, to date, more than VND11 billion in direct funding has been provided by the Future First to help support 20 projects and benefit 44,168 children.

This information is issued by

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The key focus areas for Future First projects are formal education; basic early childhood, primary and secondary education; informal education; and vocational training 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.

This year, Future First will sponsor for projects of one-year duration only and the maximum funding amount that can be applied for each project is US\$50,000.

Tenders for projects should be submitted by 06 April 2012. HSBC will announce and release funding to successful applicants by the end of July. The projects will then be implemented and monitored by the HSBC Vietnam Future First project team.

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Notes to Editors:

About Future First

Future First is HSBC's flagship educational programme for disadvantaged children. Launched in 2006, this five-year, US\$ 10 million programme gives 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 has pledged an additional US\$15 million over five years to extend Future First to tackle child poverty through education 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, submitting applications 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.

HSBC Vietnam

HSBC has been in Vietnam for over 140 years. 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. 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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