

News Release

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HSBC LAUNCHES FINANCIAL LITERACY PROGRAMME FOR ELEMENTARY SCHOOLS IN VIETNAM

HSBC expands the JA More than Money 2012 to elementary schools in Hanoi

*** 400 students at 11 elementary schools in Vietnam will participate in after-school sessions
of financial literacy***

HSBC Bank (Vietnam) Ltd., (HSBC Vietnam) will facilitate the programme Junior Achievement More than Money™ (JA More than Money) for the second year running in Vietnam offering elementary students in selected schools six sessions of engaging, academically enriching, and experiential lessons in financial skills from 13 July to mid-August.

“The aim of this foundation course is to introduce school kids to the basics of business, banking and finance,” says Jai Pawani, COO and Chairman of Corporate Sustainability Steering Committee of HSBC Vietnam. “Our ultimate goal is to boost financial literacy in Vietnam and help build a firm foundation for the country’s future socio-economic development.”

Run in conjunction with the non-profit organisation, Junior Achievement Worldwide, the inaugural JA More than Money programme – conducted in three elementary schools in the southern hub in October 2011 – earned wholehearted plaudits from the Department of Education and Training, management boards of participating schools and parents of the 150 beneficiaries.

This year, thanks to the support of Hanoi and Ho Chi Minh City’s Department of Education & Training, an expanded programme will involve eight elementary schools in Ho Chi Minh City and three schools in Hanoi with around 400 direct beneficiaries in total. Sixty-three carefully selected volunteers from HSBC and 23 teachers from participating schools who have received advance preparatory training will run the sessions. Subsequently, the teachers will be able to run the programme for other

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classes helping the lessons to reach more students. This is part of HSBC's continuity and transfer plan to ensure the JA More than Money programme expands in a sustainable fashion.

JA More than Money will teach kids about the role of money in society, the importance of sharing and saving money, how to be a smart consumer and earn an income by starting a business. Building on the children's basic understanding of finance, the programme also encourages participants to apply those skills to daily life and helps them recognise the significance of money management in making informed life-decisions.

"Vietnam is certainly one of the incredible growth stories of the 21st century," adds Jai Pawani. "However, financial literacy and in general awareness to banking products and services, compared to other developed markets lags behind. We believe a young financially-savvy generation is key to a sustainable future for Vietnam and JA More than Money is a small step in this direction."

The children will be further inspired by the Kids Run Business competition, which challenges them to devise a profitable business scheme in teams. The winning group's prize is a "Smart Day" for which each member of the group is funded an amount of cash to spend in a specific environment, such as a bookshop, or on a charity venture.

The programme is one of many HSBC initiatives aimed at increasing financial literacy across society at large. There are also plans to promote financial education to students in high schools and universities and members of the general public with a number of significant initiatives in the pipeline, further evidence that HSBC Vietnam is committed to building a sustainable future for the local community by investing in and advancing financial literacy.

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Notes to Editors:

Junior Achievement Worldwide (JA Worldwide)

JA Worldwide is a non-profit organisation financed by businesses, foundations, government, and individuals. Since its founding in 1919, JA has contributed to the business and economic education of 87 million young people around the world. JA Worldwide reaches 10.6 million students per year in 406,000 classrooms and afterschool locations with 389,000 volunteers in 117 countries.

A programmes help students assess their personal skills, interests and values, understand the economic benefits of education, explore career options, earn job-hunting skills and practice personal and business financial management. JA programmes introduce students to the principal characteristics of economic systems and the role of business within those systems. JA Worldwide's purpose is to inspire and prepare young people to succeed in a global economy.

JA More than Money

JA More than Money encompasses economics and business curriculum for students in grades three through five. The program emphasizes social studies content while providing a strong focus on mathematics, reading and writing skills. The JA More than Money experience enhances students' classroom curriculum. Students are encouraged to use innovative thinking to learn money-management skills that support positive attitudes as they explore and enhance their career aspirations. The programme underwent nationwide piloting at 58 sites in 12 cities.

Through a variety of hands-on activities and technological supplements designed to support differentiated learning styles, students develop a better understanding of the relationship between what they learn at school and their successful participation in a worldwide economy

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, four full-service branches in Binh Duong, Can Tho, Da Nang and Dong Nai provinces, and two representative offices in Hai Phong and 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.

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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