

News Release

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HEALTH CARE FOR THE COMMUNITY PROGRAMME REFLECTS HSBC VIETNAM'S COMMUNITY SPIRIT

HSBC Bank (Vietnam) Ltd., (HSBC Vietnam) has launched a new programme entitled *Health Care for the Community*, which will sponsor seven projects – all conceptualised and implemented by HSBC volunteers – that directly benefit communities in disadvantaged parts of Vietnam. The seven projects will be implemented at a total budget of more than VND800 million, benefit around 8,000 people and involve around 150 staff volunteers.

Every year HSBC calls for employees to form teams and submit proposals to the bank's Corporate Sustainability Steering Committee. The committee selects projects that meet the real needs of the community, where targeted beneficiaries are from disadvantaged backgrounds. Projects must also utilise the sponsored budget effectively and benefit a large number of persons without compromising on quality.

All approved projects are subsequently sponsored by HSBC and implemented by staff volunteers with the assistance of local authorities. In previous years these projects successfully reduced the impact of climate change, educated children in disadvantaged circumstances and improved livelihoods in impoverished communities. *Health Care for the Community* is the theme of the programme for 2012.

“For HSBC, corporate sustainability (CS) and our contribution to the community is very important. It is in our DNA,” says Chief Executive Officer of HSBC Vietnam – Sumit Dutta. “We also recognise the vital role our employees have to play in the bank's community projects so we have presented them with an opportunity to not only get involved but to devise and lead these initiatives.”

This information is issued by

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This year's approved projects, to be implemented between now and October, will sponsor the installation of drinking fountains for two primary schools in Cu Chi and Nha Be Townships in Ho Chi Minh City, health and hygiene related support training for communities in Long An, Ninh Thuan, Kom Tum and Lang Son provinces, lessons on reproductive health and hygiene training for teenagers in Ben Tre and Can Gio provinces, and health checks and the supply of medical equipment for communities in Binh Thuan Province.

Over the past three years, 34 projects have been implemented by 1,543 staff volunteers with a total sponsored budget of VND2.3 billion, benefitting over 1,217,200 grassroots Vietnamese in more than 18 cities and provinces throughout the country.

By empowering employees to do positive community work in the most effective way, HSBC aims to make an even more essential contribution to Vietnam at a grassroots level. "Our staff members know who needs support and where that help is required. That's what makes this initiative so effective," adds Sumit Dutta. "By involving staff in CS activities, we also encourage our employees to be pioneers of community projects and role models in raising people's awareness of environmental and social issues in Vietnam."

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Note to Editors:

Details of the projects to be implemented as part of the programme in 2012:

1. The installation of four drinking water fountains in two primary schools in Cu Chi and Nha Be plus a writing contest for pupils (winners will receive scholarships) and a short seminar on climate change and water treatment; benefitting 800 to 1,000 students
2. Health checks and a First Aid training course in a remote area of Long An province and the supply of family medical boxes for households; benefitting 1,000 people
3. Medical and dental check-ups and treatment, raising awareness of hygiene issues and personal health for children and adults, provision of food essentials (rice, cooking oil, salt) to a community in Ninh Thuan province; benefitting 1,500 people

4. Health checks for people – especially women and children – in a remote area of Lang Son province. Equipping the local medical centre with computers and staff training on how to use the internet; benefitting 1,000 people
5. Medical and dental check-ups for three communities in Kon Tum province plus hygiene training for children; benefitting 1,500 people
6. Sex education and hygiene training for adolescents in Ben Tre and Can Gio provinces; benefitting 800 to 1,000 people
7. Provision of medical equipment for three clinics in three remote areas of Binh Thuan province, health checks and distribution of basic medicine; benefitting 1,000 people

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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