

News Release

11 August 2016

HSBC VIETNAM NAMED INTERNATIONAL RETAIL BANK OF THE YEAR - VIETNAM 2016

HSBC Bank (Vietnam) Ltd. (HSBC Vietnam) has been declared International Retail Bank of the Year - Vietnam by *Asian Banking & Finance*, a magazine serving Asia's dynamic financial services industry.

"We are delighted to be awarded International Retail Bank of the Year - Vietnam at the Asian Banking & Finance Retail Banking Awards 2016," said Sabbir Ahmed, Head of Retail Banking and Wealth Management, HSBC Vietnam. "This accolade is a tribute to all of the bank's hard work and dedication that has gone toward developing a customer-needs focused strategy that allows HSBC Vietnam to continually deliver the right products to the right customer at the right time based on specific needs and objectives."

Mr. Ahmed added that in recent years HSBC Vietnam has continually sought to develop policies, products and to provide staff training, thereby ensuring the bank always provides high-quality products and services for valued customers.

This strategy has already led to positive results for the bank's retail segment with both impressive profitability growth and customer satisfaction. In 2015, for the fifth consecutive year, HSBC Vietnam earned top honours from Visa for Leadership in Payment Volume and Leadership in Credit Payment Volume. The bank also received an award from MasterCard for being in the top three for Payment Volume last year.

2015 witnessed the bank's efforts to maximise benefits that HSBC card holders could enjoy with four major campaigns including cash back, vouchers of hospitality, fine dining and a VIP trip to the US to attend the Grammy Awards for the top Premier MasterCard user. HSBC's ongoing home&Away promotion continues to provide its cardholders with year-round discounts and offers at more than 300 selected outlets in Vietnam. Besides, the 0% Interest Installment Plan is an advanced feature that provides customers with a better way to complete their shopping experience without the pressure of payment.

PUBLIC - This information is issued by

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The judges of Asian Banking & Finance Retail Banking Awards were also impressed with HSBC Vietnam's strategic partnerships with leading e-commerce retailers to improve customer experience for which, in 2015 HSBC Vietnam was awarded the top Mobile Marketing award from 'Mobile Marketing Association'.

HSBC Vietnam's competitive strengths come not only from providing products that consumers need while enriching customer experience, applying the highest standards of customer service but also enforcing robust controls to prevent financial crime in order to raise the bar for a stronger and safer banking sector in Vietnam.

Commenting on the bank's dedicated focus and culture, Sabbir Ahmed said: "We place customers, staff and society at the heart of everything we do. From this inclusive platform, our Retail Banking and Wealth Management business has experienced success while helping customers realise their dreams and ambitions and contributing to the development of Vietnam."

Now in its 11th year, the Asian Banking and Finance Retail Banking Awards aims to acknowledge and celebrate Asian banks' noteworthy achievements in delivering outstanding products and services to their clients. This year at the awards ceremony a total of 65 winning banks from 24 countries were honoured.

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Asian Banking & Finance

Asian Banking & Finance is the industry magazine serving Asia's dynamic financial services industry. Each issue carries a balanced mix of articles which appeal to the C-level executives of large banking and financial services institutions in Asia. Much of the coverage is driven from the key financial hubs of Hong Kong and Singapore and supplemented by relevant reporting from the region.

Asian Banking & Finance is printed quarterly and is circulated to senior management in Asia's financial services firms through direct mail delivery and by bulk copies to headquarters. Copies are available by paid subscription and also on a controlled basis to qualifying readers. Readership is comprised of senior management of retail and wholesale banks in Asia.

Asian Banking & Finance further establishes its name in the industry by organising events such as roundtables, forums, and conferences. The annual Asian Banking and Finance Awards has been honouring the best banks in the region for more than 10 years now.

HSBC Vietnam

HSBC has been in Vietnam for more than 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 two branches and five transaction offices in Ho Chi Minh City, one branch and four transaction offices in Hanoi, and three full-service branches in Binh Duong, Can Tho, and Da Nang. 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 member of the HSBC Group, which serves around 46 million customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from over 4,400 offices in 71 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,608bn at 30 June 2016, HSBC is one of the world's largest banking and financial services organisations.

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