



4 August 2005

**HSBC LAUNCHES INNOVATIVE AIRBRIDGE  
ADVERTISING CAMPAIGN  
AT NARITA INTERNATIONAL AIRPORT  
FIRST TIME FOR ADVERTISING TO BE PLACED ON  
AIRBRIDGES IN JAPAN**

HSBC today announced that it will commence a new, ground-breaking brand advertising campaign at Narita International Airport. HSBC advertisements will be placed on airbridges at both of Narita's two terminals during the Autumn. This is the first time such an advertising campaign has been conducted in Japan.

Targeting both arriving and departing passengers, the advertising campaign is scheduled to run between 1 October, 2005 and 31 March, 2009. HSBC advertisements will be placed on 176 internal and 88 external panels of 44 airbridges at Terminal 1 (22 airbridges) and Terminal 2 (22 airbridges).

Narita Airport is currently served by 68 airlines from 41 countries and regions<sup>1</sup>. In 2004, approximately 32 million<sup>2</sup> domestic and international passengers passed through Narita Airport and it is anticipated that more than 100 million people will see the advertisements during the campaign.

Graham Macnaughton, Country Manager Japan, HSBC Group, commented, "HSBC is proud and honoured to be the first corporate sponsor of airbridges at Narita International Airport, the gateway to one of the world's most important economic and cultural centers. Next year marks the 140<sup>th</sup> anniversary since the establishment of HSBC operations in Japan, and we believe the airbridges are symbolic of our unique service offering customers both international reach and local knowledge."

*more*

Principal members of HSBC in Japan are:  
**The Hongkong and Shanghai Banking Corporation Limited**  
**HSBC Securities (Japan) Limited**  
**HSBC Investments (Japan) KK**

## **HSBC launches innovative airbridge advertising/2**

Masahiko Kurono, President & CEO of Narita International Airport Corporation commented, “This is the first time for Narita International Airport to place advertisements on airbridges, since the opening of the airport. With a high volume of people passing through the airbridges we think this will be a highly effective form of advertising. Narita Airport is privileged to form a partnership with the pioneering HSBC. Following on from our privatization of over a year ago, we will continually strive to proactively develop new projects to better serve our customers.”

Beginning at Heathrow Airport in London in March 2000, HSBC has conducted similar campaigns at leading airports around the world including Charles de Gaulle Airport in Paris and Pudong International Airport in Shanghai.

*ends/more*

### **Notes to editors:**

#### **Footnotes**

**1:** As of July 2005

**2:** Narita International Airport Corporation statistics

### **About HSBC Group**

The HSBC Group is one of the largest banking and financial services organisations in the world. The Group has over 9,700 offices in 77 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa, serves over 110 million customers and has assets of US\$1,467 billion at 30 June 2005.

*ends/all*