



18 January 2008

FIRST HSBC PREMIER CENTRES TO OPEN IN AKASAKA AND HIROO IN TOKYO ON 31 JANUARY
CENTRES TO OPERATE BETWEEN 9 AM - 7 PM,
MONDAY THROUGH SATURDAY

HSBC, one of the world's largest banking and financial services organisations, will launch its new HSBC Premier service at HSBC Premier Centres in the Akasaka and Hiroo areas of Tokyo on 31 January 2008.

HSBC plans to open four more branches in Greater Tokyo and one in Kansai in 2008, subject to approval by the Financial Services Agency (FSA), for a total of seven HSBC Premier Centres in Japan by the end of 2008. Following this, HSBC plans to open Premier Centres in other major cities nationwide.

The HSBC Premier Centres will offer customers with deposits of over 10 million yen high-quality personal wealth management services through dedicated Relationship Managers who will provide individual consultation services to address each customer's unique financial needs.

The HSBC Premier Centre in Akasaka, will occupy 600 square meters on the ground and first floors of the innovative and uniquely-designed building, The Hexagon, located adjacent to the Tokyo Metro Chiyoda Line's Akasaka Station. The branch has 12 consulting rooms for private wealth management consultation meetings.

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

HSBC Premier Centres to Open HSBC Premier Centres in Akasaka and Hiroo /2

In mid-December 2007, the FSA granted HSBC approval to open the HSBC Premier Akasaka Branch of The Hongkong and Shanghai Banking Corporation Limited. Approval for the opening of the Hiroo Branch was granted in late October 2007.

Francois Moreau, Managing Director, Head of Personal Financial Services, The Hongkong and Shanghai Banking Corporation Limited in Japan, said, “We have taken the first important steps to building our personal financial services business in Japan. With these branch openings we are able to roll-out HSBC Premier, which is designed to support the wealth management needs of our customers in Japan. As personal financial needs become international, we believe that our new presence in Tokyo, and soon in other major cities, will allow us to bring HSBC’s global scale and expertise to benefit the increasing number of affluent customers in Japan.”

The two new HSBC Premier Centres will open for business at 9am on 31 January 2008.

Location	Hours
HSBC Premier Centre, Akasaka branch 4-7, Akasaka 5-chome Minato-ku Tokyo 107-0052	Monday to Saturday 9am – 7pm* (*except on national holidays)
HSBC Premier Centre, Hiroo branch 2F Hiroo Plaza 6-6 Hiroo 5-chome Shibuya-ku Tokyo 150-0012	

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Attachment: Artist’s image of the Akasaka HSBC Premier Centre

HSBC Premier Centres to Open HSBC Premier Centres in Akasaka and Hiroo /3

Notes

HSBC Group

The HSBC Group is one of the largest banking and financial services organisations in the world. The Group has over 10,000 offices in 83 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa, serves over 125 million customers and has assets of US\$2,150 billion at 30 June 2007.

The Hongkong and Shanghai Banking Corporation Limited

Established in Hong Kong and Shanghai in 1865, The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. It established its first branch in Japan in Yokohama in 1866, making it the oldest bank operating in Japan today. With branches in Tokyo and Osaka, the bank primarily provides corporate financial services to Japanese and multinational corporations.

HSBC Premier

Launched internationally in May 2007, HSBC Premier is the first truly global personal wealth management service offering individually tailored financial solutions for the growing number of mass affluent individuals. Globally, HSBC Premier serves over 2 million customers through 250 international Premier Centres in 35 countries and territories. In Japan, the HSBC Premier service will target individuals estimated to have liquid financial assets of at least JPY10 million.

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HSBC Premier Centres to Open HSBC Premier Centres in Akasaka and Hiroo /4

Attachment: Artist's image of the Akasaka HSBC Premier Centre

