



24 October 2008

HSBC OPENS FIRST PREMIER CENTRE IN THE KAISAI REGION

HSBC, one of the world's largest banking and financial services organisations with headquarters in London, today opened its first HSBC Premier Centre in the Kansai region and its largest Premier Centre in Japan in Kobe.

To mark the formal opening of the branch, a ribbon-cutting ceremony was held attended by Stuart Milne, President and Chief Executive Officer, Country Manager, The Hongkong and Shanghai Banking Corporation Limited in Japan, François Moreau, Managing Director, Head of Personal Financial Services, The Hongkong and Shanghai Banking Corporation Limited in Japan, Hyogo Governor Toshizo Ido, Mayor of Kobe Tatsuo Yada, and Hiroshi Takikawa, President, The Kobe International House. Following the ceremony, actress Risa Junna was welcomed as the branch's first visitor.

Speaking at the ceremony, Country Manager Stuart Milne said, "Our relationship with Kobe goes back almost a century and a half and we are delighted to be returning to this historic port city as one of the world's strongest and most highly capitalised banks¹. We look forward to bringing our unique HSBC Premier wealth management service to the people of Kobe and the wider Kansai region."

François Moreau, Head of Personal Financial Services, explained, "HSBC Premier is the world's most international wealth management service providing customers with access to a broad range of financial products many of which have been developed leveraging the HSBC Group's global platform. At HSBC we believe that banking is all about relationships and with today's opening we hope to establish many new relationships here in Kansai."

The HSBC Premier Centre Kobe Branch is located in The Kobe International House, 8-1-6 Goko-Dori, Chuo-ku, Kobe-shi, Hyogo 651-0087. With a total floor space of 820m² featuring 20 private consultation rooms, it is the largest Premier Centre in Japan.

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Ribbon-cutting ceremony: From left to right

François Moreau, Managing Director, Head of Personal Financial Services, The Hongkong and Shanghai Banking Corporation Limited in Japan, Mayor of Kobe Tatsuo Yada, Stuart Milne, President and Chief Executive Officer, Country Manager, The Hongkong and Shanghai Banking Corporation Limited in Japan, Hyogo Governor Toshizo Ido, and Hiroshi Takikawa, President, The Kobe International House.



Exterior Photo of HSBC Premier Centre Kobe Branch

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1 According to The Banker magazine of the United Kingdom, in its most recent survey of bank capital strength published in July 2008, HSBC Holdings plc held the strongest tier one capital ratio in the world and was ranked as the world's number one bank.

Notes to editors:

1. HSBC Holdings plc

HSBC Holdings plc serves over 100 million customers worldwide through around 9,500 offices in 85 countries and territories in Europe, the Asia-Pacific region, the Americas, Middle East and Africa. Its headquarters are located in London. With assets of more than US\$2,547 billion at 30 June 2008, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as "The world's local bank."

2. The Hongkong and Shanghai Banking Corporation Limited in Japan

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. It has branch offices in Tokyo and Osaka, providing commercial banking, private banking and personal wealth management services.

3. HSBC Premier

Launched in 2000 and with international services starting 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 2.4 million customers through 300 international Premier Centres in 40 countries and territories. In Japan, HSBC Premier launched in January 2008 targeting individuals with liquid financial assets exceeding JPY10 million. HSBC Premier operates seven branches in the Tokyo Metropolitan (Akasaka, Ginza, Hiroo, Ikebukuro, Marunouchi, Yokohama) and Kansai (Kobe) areas.

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