

14 April 2008

## **HSBC PREMIER CENTRE YOKOHAMA BRANCH OPENED TODAY**

**OPENING CEREMONY ATTENDED BY YOKOHAMA MAYOR NAKADA,  
BRITISH AMBASSADOR SIR GRAHAM FRY AND  
FORMER YOKOHAMA FC CAPTAIN SHOJI JO**

HSBC, one of the world's largest banking and financial services organisations with headquarters in London, today opened its HSBC Premier Centre Yokohama Branch in the Aioi-cho district of Naka Ward.

To mark the opening, a ribbon-cutting ceremony was held in front of the branch prior to it opening officially for business at 9:00 a.m. The ribbon-cutting ceremony was attended by Yokohama Mayor Hiroshi Nakada, British Ambassador to Japan, Sir Graham Fry, Stuart Milne, President and Chief Executive Officer, Country Manager Japan, The Hongkong and Shanghai Banking Corporation Limited, and Tomohiro Yamauchi, Head of Sales and Service, Personal Financial Services in Japan, The Hongkong and Shanghai Banking Corporation Limited.

Commenting on the opening, Stuart Milne said, "I'm delighted that we are bringing our new HSBC Premier service to this great port city. Yokohama holds a very special place in the history of the HSBC Group and played an important role in our early development. We established our first office here in 1866 in Yokohama and today we are the oldest bank operating in Japan."

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## **HSBC Premier Centre Yokohama Branch Opened Today /2**

Mayor Nakada said, “Two years ago, I attended a ceremony to unveil a monument to mark HSBC’s 140<sup>th</sup> anniversary in Japan and Yokohama’s position as the birthplace of banking in Japan. I remember remarking at the event then that I hoped the relationship between HSBC and Yokohama would have a future to match our long history. Today, this hope has been realised with the return of HSBC to Yokohama. This is particularly significant coming as it does during the 150<sup>th</sup> anniversary since the opening of the Yokohama Port and will help boost the stature of Yokohama in the eyes of the world.”

British Ambassador to Japan, Sir Graham Fry, said, “The year 2008 marks the 150<sup>th</sup> anniversary since the formalisation of business relations between Japan and the United Kingdom. I am delighted that in this special year, the United Kingdom’s largest bank, HSBC, is expanding its operations in Japan. I hope that this leads to the development of even closer ties between our two nations.”

Following the ribbon-cutting ceremony, former Yokohama FC Captain Shoji Jo was welcomed as the first customer of the HSBC Premier Yokohama Branch. After receiving a bouquet of flowers from Stuart Milne, Mr. Jo commented, “It is an honour to have been invited here today as the first HSBC Premier Yokohama Branch customer. Since I’ve spent my whole life so far devoted to football, I haven’t really stopped to consider the importance of planning one’s financial future. However, following what I have learned today, I’m planning to have a consultation with a relationship manager.”

The HSBC Premier Centre in Yokohama is the third HSBC Premier Centre to open in Japan following the opening of branches in Tokyo’s Akasaka and Hiroo districts on January 31.

In addition to the three existing HSBC Premier Centres, by the end of 2008, HSBC plans to open, subject to the approval of the Financial Services Agency, a further three branches in Tokyo and one branch in the Kansai area, for a total of seven branches. These branches will all exclusively provide HSBC Premier services.

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### HSBC Premier Centre Yokohama Branch Opened Today /3

HSBC Premier offers customers with deposits of over 10 million yen personalised wealth management services through dedicated relationship managers who provide individual consultation services to address customer's financial needs.

The address of the HSBC Premier Centre Yokohama Branch:

HSBC Premier Centre Yokohama Branch

〒231-0012 JN Building, 3-56-1 Aioi-cho, Naka-ku, Yokohama



#### Notes

**Photo Caption 1:** Ribbon-cutting ceremony attended by (from right to left) - British Ambassador Sir Graham Fry, HSBC Country Manager Stuart Milne, Yokohama Mayor Hiroshi Nakada and Head of Sales and Service, Tomohiro Yamauchi

## HSBC Premier Centre Yokohama Branch Opened Today /4



**Photo Caption 2:** Mr. Shoji Jo receiving an oversize mock-up version of an HSBC Premier ATM card from HSBC Country Manager Stuart Milne.

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### **Notes to editors:**

#### **1. HSBC Holdings plc**

HSBC Holdings plc serves over 128 million customers worldwide through around 10,000 offices in 83 countries and territories in Europe, the Asia-Pacific region, the Americas, Middle East and Africa. With assets of more than US\$2,354 billion at 31 December 2007, HSBC is one of the world's largest banking and financial services organizations. HSBC is marketed worldwide as "The world's local bank."

#### **2. 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.

#### **3. 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 2.2 million customers through 250 international Premier Centres in 38 countries and territories. In Japan, the HSBC Premier service launched on 31 January 2008 targeting individuals estimated to have liquid financial assets of at least JPY10 million.

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