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## **HSBC TOPS POLL OF WORLD'S MOST VALUABLE BANKING BRANDS**

HSBC, Europe's largest bank by market value, has been named the world's most valuable banking brand according to the Banker magazine's Top 500 Financial Brands listing. It was also the only bank featured in the study to achieve the highest possible triple 'A' brand rating. Today's announcement follows last year's Interbrand study of the world's most valuable brands across all sectors which saw HSBC jump five places to 23, the second best growth performance of the top 40 companies surveyed.

Chris Clark, Head of Group Marketing, HSBC, said: "In just 10 years the HSBC brand has become a very powerful asset. Our focus on emerging markets will be underpinned by the strength of the brand. Many customers across all our business lines are increasingly looking for services and solutions with an international dimension. We are very well placed to help them and the brand sets out our credentials as these trends develop."

He continued: "A great example of this was the launch of HSBC Premier. This was a fabulous illustration of the brand in action. Premier customers now have the ability to open accounts in 37 different countries and we can assist them wherever they are in the world using our network of branches and dedicated relationship managers."

Brian Caplen, Editor of The Banker, said: "Banks are increasingly aware of the value of their brand and how it underpins everything they do across all business lines and all geographies. The Banker magazine, together with Brand Finance, has put together a unique listing based on brand values and we congratulate HSBC in coming out top in this year's poll."

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## **HSBC Tops Poll of World's Most Valuable Banking Brands/2**

### **Notes to editors**

#### **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.

#### **HSBC in Japan**

Established in Hong Kong and Shanghai in 1865, The Hongkong and Shanghai Banking Corporation Limited is the founding and a principal 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 currently. With the launch of HSBC Premier, the company established a new network of branches to more fully serve customers in Japan.

#### **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. Established in 2000, today HSBC Premier serves over 2 million customers globally through 250 international HSBC Premier Centres in 37 countries and territories. In Japan, the HSBC Premier service targets individuals estimated to have liquid financial assets of at least JPY10 million.

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