

26 March 2008

## **HSBC PREMIER CENTRES TO OPEN IN YOKOHAMA AND MARUNOUCHI, TOKYO IN APRIL** - GROWING NETWORK EXPANDS TO FOUR BRANCHES -

HSBC, one of the world's largest banking and financial services organisations, with headquarters in London, will add two HSBC Premier Centres in Yokohama and the Marunouchi area of Tokyo, with the approval of the Financial Services Agency (FSA). The HSBC Premier Centres in Yokohama and Marunouchi are set to open on 14 April and 21 April, respectively.

With the opening of these new branches, the HSBC Premier service will be available at four locations in the Kanto area, including existing branches in Akasaka and Hiroo. HSBC plans to open two more branches in Tokyo and one in the Kansai region within 2008 subject to FSA approval, to end the year with a total of seven HSBC Premier Centres nationwide.

Each HSBC Premier Centre offers customers with deposits of over 10 million yen, professional personal wealth management services through dedicated relationship managers who provide individual consultation services to address each customer's unique financial needs.

Stuart Milne, President and Chief Executive Officer, Country Manager, The Hongkong and Shanghai Banking Corporation Limited in Japan, said, "We are pleased to broaden our HSBC Premier service offering with these two new branches. I am particularly proud that we are opening an HSBC Premier Centre in Yokohama, where we originally established our presence in Japan in 1866. As the oldest bank operating in Japan today, this demonstrates our long-term commitment to servicing the financial needs of local customers."

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## **HSBC Premier Centres to open in Yokohama and Marunouchi/2**

Francois Moreau, Managing Director, Head of Personal Financial Services Japan, The Hongkong and Shanghai Banking Corporation Limited in Japan, said, “We have been overwhelmed by customers’ level of interest in HSBC Premier following its launch in January. As we roll out additional branches nationwide over the coming months, we look forward to bringing the benefits of HSBC Premier to an even larger number of customers who appreciate a bank with international coverage and global wealth management solutions.”

The HSBC Premier Centre Marunouchi Branch will be situated on the first floor of the Yusen Building, one of the most famous buildings in the Marunouchi financial district and conveniently located between JR Tokyo Station and the Imperial Palace. With a total floor space of 750m<sup>2</sup>, this will be the largest HSBC Premier Centre in Japan opened to date.

The HSBC Premier Centre Yokohama Branch will be prominently located on the first and second floors of the newly developed JN Building, a short walk from JR Kannai Station.

The official addresses of the two branches are as follows:

**HSBC Premier Centre Yokohama Branch**

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

**HSBC Premier Centre Marunouchi Branch**

Yusen Building, 2-3-2 Marunouchi, Chiyoda-ku, Tokyo 100-0005

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## HSBC Premier Centres to open in Yokohama and Marunouchi/3

### HSBC Premier Centre Yokohama Branch



### HSBC Premier Centre Marunouchi Branch



#### Note

- 1: The final appearance of the new branches may differ from the above images.
- 2: We kindly ask that members of the media refrain from making unannounced branch visits.

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## **HSBC Premier Centres to open in Yokohama and Marunouchi/4**

### **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 million customers through 250 international Premier Centres in 37 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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## **HSBC Premier Centres to open in Yokohama and Marunouchi/5**