

HSBC establishes project to support children in Rikuzentakata

HSBC, the world's leading international emerging markets bank, today announced the launch of a new initiative to support children in Rikuzentakata who have been affected by the Great East Japan Earthquake. The "HSBC Rikuzentakata Children's Project" has been set-up in collaboration with the not-for-profit organization NICE (Never-ending International workCamps Exchange) to provide educational and emotional support for children living in the city of Rikuzentakata, Iwate Prefecture.

Rikuzentakata was one of the worst affected cities following March's earthquake and tsunami with more than 4,400 households representing approximately 50 per cent of the population being impacted.

It is planned that the "HSBC Rikuzentakata Children's Project" will be used to support the following initiatives:

1. Provision of scholarships to elementary, junior high and high school students in Rikuzentakata to support school activities, including school trips, club and sporting activities and the purchase of text books. The scholarships will be distributed in close coordination with the city's Board of Education.
2. Hosting English education "Kids Together" international exchange camps targeting elementary school students in the city. These camps will provide opportunities for children to enjoy outdoor activities, make new friends and improve their independence and self-esteem. With staff including foreign volunteers from HSBC and international NGOs, these camps will offer opportunities to practice speaking English in an enjoyable and international atmosphere. The "Kids Together" camp is scheduled to be held in the Spring and Summer 2012 and is open to up to 200 elementary students school living in Rikuzentakata.
3. Sponsoring a group of up to 20 junior high and high school students to participate in a two-week International Workcamp programme in Asia during Summer 2012. This programme offers a meaningful chance to live together with other young people from around the world and provides an excellent opportunity to exchange ideas, learn about new cultures, gain skills and valuable international experience. The programme also includes internship at HSBC.

The HSBC Group in Japan is committing JPY35 million to support these initiatives.

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Over the past several months, HSBC has been collaborating with NICE to conduct disaster relief activities in Rikuzentakata. Groups of HSBC volunteers have participated in a series of events to support local residents in their efforts to restore their community. In September, Stuart Milne, President and Chief Executive Officer, HSBC Japan, visited Tohoku and met with the Mayor of Rikuzentakata, Futoshi Toba, to express the Group's commitment to supporting the city's rebuilding efforts, and in particular supporting young people.

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HSBC Group

HSBC Holdings plc, the holding company of the HSBC Group, is based in the United Kingdom. The HSBC Group is one of the world's largest banking and financial services organisations with approximately 7,500 offices in over 80 countries and territories in Europe, the Asia-Pacific region, the Americas, Middle East and Africa, and assets totaling US\$2,691 billion as of 30 June 2011.

Never-ending International workCamps Exchange (NICE) (specified nonprofit corporation)

Founded in 1990, NICE runs international workcamp projects involving volunteer activities in the environmental, agricultural, welfare, and educational fields and bring together young volunteers from all over the world. NICE runs these workcamps in Japan and other areas around the world. It currently operates international workcamps in 40 domestic locations, and over 10,000 volunteers to date have participated in them in Japan and overseas. NICE has been entrusted by the Ministry of Agriculture, Forestry and Fisheries to manage the project, "Inaka de Hataraki Tai! (Join the party & work away from the cities)" since 2009. NICE also coordinates CSR projects for corporations.