

TAB International Pte Ltd
10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315
Tel: (65) 6236 6520 Fax: (65) 6236 6530 www.theasianbanker.com

PRESS RELEASE - FOR IMMEDIATE RELEASE

HSBC wins best foreign retail bank in China award for 2011

- HSBC has successfully leveraged on its extensive cross-border network
- The bank's phenomenal growth in wealth management product sales has contributed to its success
- HSBC's excellent customer service is key to its success

Singapore, March 23rd 2012—HSBC has been named as winner of the Best Foreign Retail Bank in China Award for the year 2011 during the 11th International Excellence in Retail Financial Services Awards Programme. The bank received the awards at The International Excellence in Retail Financial Services 2012 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Marina Bay Sands in Singapore on March 23rd 2012.

HSBC's strong presence in the foreign banking scene in China has made the bank a virtual shoo-in for this award. Its comprehensive cross-border network has earned the bank an outstanding reputation among customers. One of its notable achievements in 2011 was manifested in expanding its various business lines, including deposits, investment and insurance. The customer base for HSBC Advance, a new proposition launched last year, has also surged considerably. Significant growth in these areas among others continues to underline the bank's dedication to strengthening its capabilities and delivering top quality customer service.

About 150 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises their efforts in bringing superior products and services to their customers.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

A stringent three-month evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong and Shanghai as well as representatives

in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is www.theasianbanker.com

For more information please contact:

Ms. Arathi Menon

Tel: (+65) 6236 6173

amenon@theasianbanker.com

TAB International Pte Ltd

10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315

Tel: (65) 6236 6520 Fax: (65) 6236 6530 www.theasianbanker.com

ENDS