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HSBC LAUNCHES WORLD'S LOCAL BANK ACCOUNT

HSBC has created the first truly global personal banking service for the world's 200 million mass affluent¹ and internationally mobile consumers.

Rolled out simultaneously across 35 countries and territories², HSBC Premier is the most comprehensive global banking and wealth management service ever devised. Breaking down international barriers, Premier offers seamless cross-border banking and the promise that customers can, for the first time, take their accounts, credit history and banking relationships with them wherever they choose to live and work.

Premier customers have access to 250 international Premier Centres, located in major cities around the world, and more than 6,000 branches with Premier service points. Each location will have access to all the information needed to serve customers and provide local advisory services.

Michael Geoghegan, Group Chief Executive, HSBC said: "We estimate there are around 200 million mass affluent consumers in the world today and that number is growing rapidly, by as much as 20 per cent a year. These customers are highly mobile, sophisticated and knowledgeable. HSBC, with operations in 83 markets, is the only bank in the world that could provide them with the seamless international service they need."

To support Premier customers, HSBC has built a Global Training Academy, providing over 5,000 HSBC Premier Relationship Managers around the world, plus another 3,000 support staff with the necessary training and accreditation so that they are fully ready to provide the new services from day one.

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HSBC already has over two million customers signed up for the Premier offering, but with an estimated 200 million mass affluent consumers globally and an annual growth rate of over 20 per cent, there are significant opportunities to capture further market share in this sector.

The new global Premier service brings with it a host of enhanced services, which include:

- One globally accessible number 1-908-PREMIER for emergency assistance
- Ability to pre-open overseas accounts in home country and transfer credit history
- A single view of all accounts held with HSBC globally via the Internet that provides the ability to manage all accounts, whichever country they are in, through a single website
- Enhanced free online fund transfers between accounts held globally with HSBC, from November 2007
- A credit card offering exclusive deals from 6,000 merchants in 40 countries
- Access to banking services and lounge facilities across 35 countries and territories
- Pre-approved mortgages on up to three properties, home or abroad
- A wide array of local and global Wealth Management services including HSBC /Multi-managed domestic and global funds, and local expertise and global market knowledge
- Access to a relationship manager who provides dedicated 1-on-1 service including an all-inclusive banking package.

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Note to editors:

(1) HSBC defines mass affluent as those consumers with liquid assets of between US\$100,000 and US\$2 million.

To qualify for HSBC Premier, clients need to maintain C\$150,000 in personal deposit and investment balances or C\$350,000 in personal deposit, investment and credit balances*. Business owners may also qualify for HSBC Premier if their company maintains commercial deposits or investments greater than C\$150,000 or if commercial deposits, investments and credit balances* exceed C\$500,000. Qualifying for HSBC Premier in one country provides access to Premier services in all countries where offered.

*Combination of Mortgages, Lines of Credit and Loans limits.

(2) Countries included in the roll-out of HSBC Premier are: UK, USA, Canada, Mexico, Brazil, Hong Kong, UAE, Argentina, Australia, Bahrain, Bermuda, Brunei, China, Egypt, India, Indonesia, Jersey, Jordan, Lebanon, Malaysia, Malta, Oman, Panama, Philippines, Qatar, Saudi Arabia, Singapore, Sri Lanka, Taiwan and Thailand

HSBC Holdings plc

HSBC Holdings plc serves over 125 million customers worldwide through around 10,000 offices in 83 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of some US\$2,150 billion at 30 June 2007, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

HSBC Bank Canada

HSBC Bank Canada, a subsidiary of HSBC Holdings plc, has more than 170 offices and is the leading international bank in Canada.

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