



26 May 2008

HSBC IN CANADA REBRANDS ASSET MANAGEMENT BUSINESS

HSBC Investments (Canada) Limited has changed its name to HSBC Global Asset Management (Canada) Limited, effective 2 June 2008.

The name change in Canada is part of the re-naming of the HSBC Group's investment management businesses around the world. HSBC Global Asset Management is the core global asset management business of the HSBC Group and manages assets of approximately C\$407 billion as at 31 March 2008 for institutional and individual clients around the world. It has a unique multi-boutique asset management structure, which promotes focus and expertise in the various investment disciplines. In Canada, the business provides investment management services to institutional, retail and high net worth private clients and acts as manager of the HSBC Pooled Funds.

Mark McCombe, Global Chief Executive of HSBC Global Asset Management (formerly HSBC Investments), said: "We are changing our name to HSBC Global Asset Management because it better reflects the breadth, strength and expertise of our business. It also highlights one of our key competitive advantages, our global footprint, which complements our deep roots in local markets."

As part of the rebrand, all entities operating as HSBC Investments will adopt the HSBC Global Asset Management name. HSBC Global Asset Management will also encompass the established specialist asset management businesses, namely Halbis Capital Management (active management specialist) and Sinopia Asset Management S.A. (quantitative specialist) and the specialist business units Liquidity (cash management) and Multimanager (best-in-class managers). The 'multi-specialist' model developed over the past four years will remain a defining feature of HSBC Global Asset Management. Therefore the specialist businesses and business units will maintain their own identities and brands but will all be clearly endorsed as HSBC Global Asset Management businesses.

Marc Cevey, Chief Executive Officer of HSBC Global Asset Management (Canada) Limited, said: "Our new name truly reflects the comprehensive investment solutions we have been offering to Canadian investors. We will continue to provide the same excellent service that our clients have come to expect at HSBC."

HSBC Investment Funds (Canada) Inc., a mutual fund dealer and manager of HSBC Mutual Funds, will be unaffected by this change.

Notes to editors:**HSBC Global Asset Management**

HSBC Global Asset Management comprises four specialist businesses: Halbis, Sinopia, Multimanager and Liquidity. HSBC Multimanager and HSBC Liquidity are global business units which are part of HSBC Global Asset Management. Halbis Capital Management ('Halbis') and Sinopia Asset Management ('Sinopia') are legally established as separate companies. These four businesses manage assets of C\$407 billion as at 31 March 2008. Through its network of offices in over 20 countries around the world, HSBC Global Asset Management develops strong relationships with corporates, institutions and financial intermediaries of all sizes and types. HSBC Global Asset Management acts as the global representative of its specialist investment businesses. HSBC Global Asset Management is part of HSBC Global Banking and Markets, a division of HSBC Holdings plc. For more information see www.assetmanagement.hsbc.com

HSBC Global Asset Management (Canada) Limited

HSBC Global Asset Management (Canada) Limited is a subsidiary of HSBC Bank Canada and acts as manager for the HSBC Pooled Funds. The HSBC Pooled Funds are a family of public mutual funds that are principally sold to investors as part of a discretionary management service offered by HSBC Global Asset Management (Canada) Limited. HSBC Global Asset Management (Canada) Limited has offices in Toronto, Montreal, Calgary, Edmonton, Vancouver and Victoria. HSBC Investment Funds (Canada) Inc. is a subsidiary of HSBC Global Asset Management (Canada) Limited. For further information see www.hsbc.ca

Halbis Capital Management

Halbis is an active investment manager focused on delivering sustainable value-added performance in selected areas of the global market. It specialises only in areas where it is or will be highly competitive, namely European equities, value-added fixed income, Asian and Emerging Markets equities, and some alternative strategies. Halbis manages assets of US\$88.4 billion as at 31 March 2008. For further information please visit: www.halbis.com

Sinopia Asset Management S.A.

Sinopia is the specialist in quantitative investment solutions for the HSBC Group, with a network of offices in Europe and Asia. It has assets under management of US\$40.9 billion as at 31 March 2008. For further information see www.sinopia-group.com

HSBC Multimanager

HSBC Multimanager is a specialist multimanager business, providing multimanager solutions to clients globally. HSBC Multimanager has one of the largest multimanager teams in the world, comprising more than 40 investment professionals (including a dedicated property multi-manager team) based in 11 locations around the world. The global reach of the team locations adds value through highly localised and expert manager insight and allows the Multimanager team to leverage their local market knowledge when building truly global solutions for clients. For more information see www.assetmanagement.hsbc.com

HSBC Liquidity

HSBC Liquidity manages cash on a global basis, offering local liquidity expertise across both core and emerging markets. Solutions can be delivered on any scale, local or cross-border, regional or global. HSBC Liquidity features a network of more than 60 liquidity professionals worldwide, integrated with and leveraging from cash investment solutions expertise across the HSBC Group. For more information see www.assetmanagement.hsbc.com

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, the Middle East and Africa. With assets of 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'.

Media enquiries:

Ernest Yee
Assistant Vice President, Public Affairs
HSBC Bank Canada
(604) 641-2973

Michael Edmonds
Senior Manager, Public Affairs
HSBC Bank Canada
(416) 868-8282