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HSBC BANK CANADA CUSTOMERS SAVE MONEY BY GOING “GREEN”

HSBC Bank Canada, as part of the world’s first carbon neutral bank, has launched a month-long campaign to highlight its commitment to environmental sustainability. During the campaign, HSBC is offering Fee Free Chequing to customers who open a new transactional account and agree to minimize the amount of paper they use by banking electronically.

New customers who sign up for a chequing account during the campaign and who opt to bank electronically with direct payroll services, online bill payments and monthly ‘eStatements’ rather than the traditional paper versions, will have their monthly account fees (totalling more than \$143 annually) waived for as long as they maintain the conditions on the account.

Other products included in the bank’s green campaign are the recently launched HSBC Global Climate Change Fund for investors focused on companies involved in finding solutions to climate change problems, and a special auto loan interest rate for buyers of selected low-emission vehicles.

As an additional incentive for customers to purchase any of these ‘green’ products HSBC Bank Canada will be making a donation for each new account to two not-for-profit organizations, Evergreen (www.evergreen.ca) and Clean Air Champions (www.cleanairchampions.ca), that are working to raise awareness of environmental issues.

Tracey Redies, Executive Vice President, Personal Financial Services, HSBC Bank Canada, said: “This summer’s campaign is a way for HSBC to reinforce our corporate

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commitment to the principles of environmental sustainability. For HSBC, sustainability is about making decisions that maintain the right balance between the environment, society and the economy to ensure long-term business success.”

HSBC has a longstanding commitment to the environment. In 2005 HSBC became the world’s first carbon neutral bank. Since then it has received numerous awards for its ongoing sustainability efforts including being named the FT (Financial Times) Sustainable Bank of the Year in recognition of its leadership in merging social, environmental and business objectives and being selected by Mediacorp as one of Canada’s 10 most earth-friendly employers.

For further information about HSBC’s commitments to sustainability in Canada and globally please visit www.hsbc.ca/green. Details about HSBC Bank Canada’s special ‘green’ product offers are available at any HSBC Bank Canada branch or on the website at www.hsbc.ca.

HSBC Bank Canada, a subsidiary of HSBC Holdings plc, has more than 180 offices and is the leading international bank in Canada. With around 9,500 offices in 85 countries and territories and assets of US\$2,547 billion at 30 June 2008, the HSBC Group is one of the world's largest banking and financial services organizations.

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