



The world's local bank

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HSBC TO LAUNCH PREMIER SERVICE IN THE CAYMAN ISLANDS

Customers in the Cayman Islands will experience an entirely new approach to personal banking when HSBC Cayman launches the HSBC Premier service later this year.

A renowned global banking service for individual customers, HSBC Premier is based on a quality service proposition and is offered in over 300 HSBC Premier Centres in 40 countries around the world. The Cayman Islands will become the first country in the Caribbean to receive HSBC Premier service.

HSBC Cayman CEO Gonzalo Jalles discussed the bank's new service: "There have been many questions about the type of personal banking services that HSBC Cayman will offer. We decided to make our entrance into the personal financial services sector in the Cayman Islands with HSBC's flagship service proposition – HSBC Premier. We are bringing a level of individual service to the local market that has been missing from the current banking offerings available. The HSBC Premier service will focus on the individual customer's banking needs on a relationship basis, not on an impersonal transactional basis," he said.

This information is issued by

HSBC Bank (Cayman) Limited

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Press Release

Andrew Jamieson, HSBC Cayman Head of Personal Financial Services, outlined the benefits of the Premier service: “With HSBC Premier, customers in the Cayman Islands can experience the world’s only truly global banking service. HSBC Cayman’s state-of-the-art HSBC Premier Centre located at HSBC House, 68 West Bay Road, Grand Cayman will offer the same superior services customers experience at any of the 300 Premier Centres around the globe,” he said.

The HSBC Premier service provided by HSBC Cayman is tailored to meet the needs of individual customers who are high-volume users of banking services or who have multi-jurisdictional banking needs. The service will be available for clients who either pay a monthly fee of CI\$120, have a mortgage of CI\$400,000 or more, or deposits of CI\$160,000 or more.

HSBC Premier offers key benefits to customers such as free on-line money transfers to their HSBC accounts in different countries; Personal Internet Banking, an on-line banking tool that provides the capability to view all HSBC accounts held in different jurisdictions around the world with just one log-in; and complimentary access to HSBC ATMs worldwide.

Another benefit is provided by the HSBC Premier Relationship Managers, who are specially trained professionals who understand complex financial needs and are committed to going beyond the expected service requirements. Each HSBC Premier customer will have a locally-based Premier Relationship Manager to assist with achieving financial goals.

HSBC Premier offers customers a worldwide safety net when they travel. If a credit card or wallet is lost or stolen, customers will have instant card cancellation and next day replacement. Up to US\$2000 emergency cash may also be arranged. Customers will be given an emergency phone number that can be used to get access to help anywhere in the world, any time of the day or night.

The Premier service can also help customers through transitions to new banking jurisdictions, whether moving to a new country to work or living in two countries. With the Premier service, it is possible to have accounts opened in the new country before the customer has left his or her home country.

Mr. Jalles said: “HSBC Premier will offer a complete range of services to meet customers’ day-to-day financial needs, here in the Cayman Islands or around the world. Once we launch the Premier service locally, customers in the Cayman Islands will finally have a relationship-based banking service that truly matches today’s increasingly global lifestyle.”

Mr. Jamieson said: “Following our intensive training and testing programmes, the Premier team is excited to be providing this excellent service to customers who will recognise the benefits of outstanding service and attention to detail. We are taking the time now to ensure that our Premier service will match the high global standards required by HSBC Premier Centres around the world.”

The launch of HSBC Premier service in the Cayman Islands later this year follows HSBC Cayman’s launch of Corporate Banking services earlier in 2008.

For more information on the HSBC Premier service, please visit www.hsbcpremier.com

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Notes to Editors:

HSBC Bank (Cayman) Limited

HSBC Bank (Cayman) Limited is a class A licensed bank regulated by the Cayman Islands Monetary Authority which carries out fund administration, captive insurance management, corporate trust and private trust services. In 2007, HSBC announced plans to expand its offering in the Cayman Islands with the anticipated roll out of additional services in the latter half of 2008. Prior to the launch of the new services, HSBC Bank (Cayman) Limited has been actively recruiting in the local market. Currently approximately 70% of HSBC Cayman’s employees are Caymanian, significantly above the country’s average of 49%. HSBC Bank (Cayman) Limited is committed to education and training of staff and has launched a major

training initiative to ensure that staff deliver first class service to clients.

HSBC Holdings plc

HSBC Holdings plc serves over 128 million customers worldwide through around 10,000 offices in 85 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of some US\$2,354 billion at 31 December 2007, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

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