



The world's local bank

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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HSBC world's most valuable financial brand

HSBC has remained the world's most valuable financial services brand, despite the global financial crisis taking a heavy toll on banks' brand valuations. The Global Banking 500, a report published by UK-based agency Brand Finance, has confirmed HSBC's top rank.

Its findings are as of December 31, 2008.

The report states that the HSBC brand, valued at US\$25.4bn, is still the most valuable non-US brand and the world's most valuable financial brand. It also achieved the Banking 500's highest Brand Rating of AAA+.

The fact that HSBC has weathered the storm in the banking industry is in part down to reasonable performance in comparison to its rivals and the trust this has engendered, but it is also a result of its strong, well-defined brand identity as the 'World's Local Bank', the report states.

The report further states that HSBC's concentration on the delivery of region-specific services has been well received, especially in its retail division. Its global presence in performing emerging markets has spread its risk and buffered losses.

This information is issued by

HSBC Bank (Cayman) Limited

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Press Release

HSBC named most ethical company in global survey

The new nation (online) / 15 February 2009

HSBC has been named the most ethical company out of 541 multinationals in 18 sectors by Covalence - a Geneva-based international research consultancy company.

The Bank ranked above Intel, Unilever, Marks and Spencer, Xerox, Alcoa, Rio Tinto, General Electric, Dell Computer, and DuPont in the study - a barometer of how multinationals are perceived in the ethical field.

A range of criteria were considered, including environmental impact of production, social sponsorship, waste management, information to consumer, eco-innovative products, international presence, downsizing, product environmental risk, labour standards, and anti-corruption policy. The data used to build this ranking ran from 2002 to 30 November 2008, and were sourced from the media, civil society, and companies.

Full story: <http://nation.ittefaq.com/issues/2009/02/15/news0385.htm>

Notes to Editors:

HSBC Bank (Cayman) Limited

HSBC Bank (Cayman) Limited is a class A licensed bank that is regulated by the Cayman Islands Monetary Authority. As a leading financial services institution, the Bank offers a broad range of services encompassing fund administration, captive insurance management, corporate trust and private trust services, corporate banking and personal financial services.

The HSBC Group

The HSBC Group serves over 100 million customers worldwide through around 9,500 offices in 85 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of some US\$2,547 billion at 30 June 2008, 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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