



The world's local bank

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FOR IMMEDIATE RELEASE

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## HSBC CAYMAN GOES GREEN FOR EARTH DAY

Although the corporate colour at HSBC Bank (Cayman) Limited (HSBC Cayman) is usually red, the company decided to go green to celebrate Earth Day.

In addition to encouraging staff to take small steps to conserve energy this Earth Day and every day, HSBC Cayman took a two-pronged approach to get staff actively involved in improving Cayman's environment.

The first action was to organise neighbourhood roadside clean-ups, with staff volunteering to pick up the trash. One group chose to take part in the Chamber of Commerce sponsored clean-up, taking responsibility for the area of West Bay between North West Point and Boatswain Beach. Another group chose to independently clean up the Rock Hole area of George Town, located between HSBC's offices at Strathvale House and George Town Primary School.

Armed with gloves, heavy duty garbage bags, and lots of bottled water HSBC staff struck out early on the morning of Saturday, April 19<sup>th</sup>. Lasting from 7 a.m. through 9 a.m., the clean-ups netted several bags of trash and gained cheers from neighbourhood residents.

This information is issued by

**HSBC Bank (Cayman) Limited**

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Press Release

HSBC Cayman staff volunteers received a surprise reward for their volunteerism. Each staff member who took part in the clean-up efforts was given a native fruit tree to plant at his or her home, courtesy of HSBC Cayman.

The trees, which ranged from the popular mango varieties through to guava, June plum and caramabola trees, were purchased from the Department of Agriculture nursery in Lower Valley.

HSBC Cayman CEO Gonzalo Jalles explained the rationale behind the leafy gifts: “HSBC is committed globally to environmental causes. Here at HSBC Cayman, we felt it was important to do our part to preserve the beautiful environment that we live and work in. Just as the neighbourhood clean ups made a benefit to the environment, the gift of trees to our staff also makes an ecological improvement. Plus, staff who were kind enough to volunteer their time on a Saturday morning got something that they will be able to see the benefit of for years to come. So the action was green, and the reward was green as well,” he said.

In addition to the more visible efforts of the roadside clean ups and the tree donations, HSBC also reminded staff on Earth Day to get into good conservation habits. For Earth Day, Tuesday April 22, staff were encouraged to make small changes both in the office and at home to conserve paper and electricity, as well as to reduce pollution through the emission of green house gases.

Mr. Jalles said: “In addition to celebrating Earth Day, we want to encourage staff to practice conservation every day. So we are encouraging everyone to reduce printing to save paper, to car pool or walk whenever possible to reduce pollution, and to reduce water and electricity consumption. Even something as simple as turning off the computer monitor at your desk can help to make a difference.”

*ends/more*

**Caption:**

1. HSBC Cayman Head of Human Resources Walling Whittaker, Chairman of the Board of Directors of HSBC Cayman Philip Butterfield, Director of Agriculture Adrian Estwick, HSBC Cayman CEO Gonzalo Jalles and HSBC Cayman CFO Chris Saunders at the Department of Agriculture nursery in Lower Valley. HSBC Cayman purchased several endemic fruit trees from the Department of Agriculture for HSBC Cayman staff to plant in their yards in honour of Earth Day.
2. The HSBC Cayman team which participated in the clean up of the Rock Hole area of George Town.
3. Members of HSBC Cayman's Insurance department before they set out on their roadside clean up of the Northwest Point area of West Bay.
4. HSBC Cayman CEO Gonzalo Jalles takes part in the clean up effort in Rock Hole, George Town.
5. The HSBC Cayman team hard at work during their Earth Day clean up.
6. HSBC Cayman CEO Gonzalo Jalles presents staff members with native fruit trees to plant in their yards.

**Notes to Editors:**

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**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 into the retail banking market in the Cayman Islands with the anticipated roll out of additional services in the latter half of 2008. Prior to the launch of retail services, HSBC Bank (Cayman) Limited has been actively recruiting in the local market with some 70% of employees being Caymanian, significantly above the country's average of 49%. The bank has also launched a major training initiative to ensure that staff are ready to deliver first class service to clients.

**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 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'.

*ends/all*