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## Press Release

### The Brand of the HSBC Group of Companies is ranked first in the world

The HSBC Group of Companies, once again, has been ranked first in the world in terms of finance brands. The study was conducted for 2008 by the reputed leading independent brand valuation consultancy of London, **Brand Finance**, in association with **The Banker Magazine**.

**Brand Finance**, which specialises in the management and valuation of brands, recently published its annual report on the 500 best finance brands in the world, naming the brand of the HSBC Group of Companies as the world's most notable brand. It should be noted that HSBC's brand was the only brand that was awarded the highest possible rating, AAA+. The report, which **Brand Finance** has published for the third consecutive year, values the leading financial services of banks on a worldwide level in terms of both brand strength and brand value. According to the report, although the global economic crisis has significantly affected the valuation of banks, HSBC remains the bank with the most notable financial services.

Mr Alex Hungate, Group Managing Director, Personal Financial Services and Marketing, of the HSBC Group of Companies stated that HSBC is very pleased with the results of the study, which ranks the Group's brand atop the list of the 500 best finance brands of the world and which distinguishes it as the world's most notable finance brand. Mr Alex Hungate also referred to the fact that, today, the meaning of the word value has a greater significance than ever for the clients of HSBC, who seek a bank that they can trust.