

Athens, March 24th, 2009

Press Release

HSBC: Corporate Social Responsibility Initiatives

HSBC supports worldwide a host of initiatives and actions which contribute dynamically towards resolving issues regarding environmental protection. HSBC, with a deeply-ingrained spirit of social contribution in the countries where it is active, has supported a series of environmental initiatives, during the past two months in the context of the Corporate Social Responsibility program for 2009.

More specifically, in January 2009, HSBC stood by the side of volunteers participating in the reforestation of Kokkinaras in mount Penteli. Continuing its activities, in February 2009, HSBC supported the reforestation in the Exoni area, at the feet of Imitos.

On Sunday March 15th 2009, HSBC (HELLAS) AEDAK, in cooperation with Philodassiki Enossi Athinon, participated in a volunteer initiative for the reforestation of the Kessariani Aesthetic Forest, where a total of 1,500 trees were planted. More specifically, the employees of HSBC (HELLAS) AEDAK, along with their families and friends, supported the efforts of Philodassiki Enossi Athinon by planting 300 seedlings to create a greenery mosaic in the burnt land of «Koutalades» area.

Mr. Ioannis Vezanis, General Manager of HSBC (HELLAS) AEDAK stated: *«In HSBC we have a strong sense of our corporate responsibility and also of our long-standing commitment to environmental protection. We have therefore registered our dynamic participation in all efforts to restore the damage caused by fire. We feel most satisfied, since, with the aid and undivided support of Philodassiki Enossi Athinon, we were able to plant a much-needed green space in the area of Koutalades in Kessariani».*