

Athens, 14th May 2009

Press Release

HSBC welcomes and salutes international travelers

HSBC Greece continues for the third consecutive year its advertising campaign at the Athens International Airport “Eleftherios Venizelos”, with advertisements placed mainly on the passenger airlifts and at central locations in the departures area. The Athens International Airport is one of the most strategic locations in Europe, as it constitutes a connection point between the Balkans, the Middle East and Africa. This action demonstrates the emphasis placed by HSBC, beyond the bank’s international character, on Greece as a focal point and on the local culture as well, within today’s globalized environment.

This campaign has a worldwide scope and was launched in London’s Heathrow Airport in 2000. It has been recently enriched with new photographic material and messages that communicate HSBC’s philosophy and vision. The new concept of the world campaign for the HSBC brand is the evolution of the previous campaign, as it takes a step forward and, from the presentation and interpretation of the various “Points of View” it moves on to the understanding of the “Value Conflicts” of people. The main message of HSBC is: “By acknowledging and understanding people’s values across the world, we can be of better service.”

A number of the themes making up the new campaign are common in all countries where HSBC operates, while for Greece exclusively, new themes have been created based on Greek culture and philosophy. In this communication, important Greek values such as hospitality are illustrated, while the use of typical, pictorial or symbolic representations, such as the sea and the olive tree, also highlight additional values, like peace, glory and freedom, which are intensely Greek.

In the words of Mr. Stelios Pirpinias, Head of Personal Financial Services & Marketing of HSBC Greece “Operating in 85 countries HSBC is an established world-class brand. HSBC’s campaign is targeted towards people moving and doing business across the world, thus acknowledging the significance of having an international financial partner”.