

Athens, 4th June 2009

Press Release

“Be part of the solution”: An HSBC campaign on World Environment Day

HSBC supports the World Environment Day on 5th June by launching a campaign under the title “be part of the solution”. Through this campaign HSBC encourages its employees around the world to contribute in the effort against climate change.

The World Environment Day is one of the key vehicles through which the United Nations Organization is trying to raise environmental awareness. On this day each year from 2006 onwards HSBC has shown actively its interest for the environment. This year, the international campaign of the HSBC Group aims at raising awareness among employees so that they change their daily habits and focus on three differing actions: Save, Reduce and Recycle.

As Mr. Simon Jukes, CEO of HSBC Greece, stated *"HSBC has focused on highlighting the effects of climate change on our lives. For this reason it is important for all our employees to participate in environmental initiatives so that it can be understood that each and every one of us can contribute in our own way to the solution of the problem. The World Environment Day makes this message even stronger and helps us join our forces in all countries where HSBC operates"*.

HSBC implements the campaign in 50 countries and in 5 different languages. The organisation hopes to see most of the 300,000 HSBC employees participate in the activities that commenced on 1st June 2009.