

Athens, July 16, 2009

Press Release

**HSBC “Best Global Bank” at the *Euromoney* Awards for Excellence
16 more distinctions**

HSBC Group was awarded the title of **Best Global Bank** during the "Awards for Excellence 2009" which were awarded this year by the internationally renowned magazine *Euromoney*.

At the award ceremony which took place in London on July 8, **Michael Geoghegan**, HSBC Group CEO received the "most recognized" award in the banking sector. Additionally, HSBC won 16 more distinctions, including those of “**Best Global Debt House**” and “**Best Global Transaction Banking House**”.

As *Euromoney* magazine mentions, following a period during which banks attempted to expand into many areas of activity, HSBC excelled by its differentiated services. It is a truly Global Bank. *Euromoney* also adds that HSBC’s strategy to expand to emerging markets and contribute to their connection to developed countries was successful. The share capital increase which took place was also a resounding success. No other bank would have been able to accumulate such capital at that specific time. The market itself rewarded HSBC.

Regarding the award, Michael Geoghegan, stated that at a time when banks are being negatively displayed on the front pages of newspapers almost every day and confidence in the banking sector is low, this distinction is a great honour for HSBC. Stability, strong capital structure as well as responsible and transparent practices have been the core of HSBC since it was founded in 1865 and are reflected in its 300,000 employees worldwide. It was on their behalf that Mr M. Geoghegan accepted the award of Best Global Bank. At the same time, he underlined that it is not out of pure luck that HSBC is resisting the crisis. The bank operates based on very clear and long-term foundations of financial strength, liquidity and a conservative relationship between foreign and own capital. These are the foundations on which HSBC continues to focus, while remaining at its clients’ side, in order to ensure it continues to differentiate itself as their own World’s Local Bank.

It is worth mentioning that the *Euromoney* magazine Awards for Excellence is a recognized institution in 110 countries.