

Athens, 22nd December 2009

Press Release

HSBC: Inauguration of the new branch in Kifissia

The official opening of the new HSBC branch in Kifissia (1, Kasaveti St. & Kifissias Ave.) was successfully celebrated on Thursday, 17 December.

In this new branch, HSBC will offer top-level banking transactions to its customers, based on international standards, with technologically innovative and state-of-the-art services that create the ideal environment for customer servicing.

The opening of HSBC's new branch was hosted by the MP and former Finance Minister, Mr. Giannis Papathanasiou along with the Mayor of Kifissia, Mr. Nikos Chiotakis. The Archimandrite and Senior Archimandrite of the Metropolis Father Ierotheos and Father Panagiotis blessed the opening of the branch.

In his welcoming speech, Mr. Papathanassiou highlighted the importance of the dynamic presence of a large bank in our country. At the end of his speech, the former minister pointed out the fact that "the existence of a modern branch intensifies healthy competition through offering better products and services to the benefit of consumers."

The Mayor of Kifissia mentioned that "it is great honour that a large global bank such as HSBC expands and establishes a new branch that adds beauty to the centre of Kifissia even in hard times." He also wished "success to the bank's operations".

Mr. Stelios Pirpinias, Head of Personal Financial Services & Marketing of HSBC Greece stated that "HSBC is synonymous with trust and immediate response, listens to and respects the ideas, proposals and needs of its customers. The new, modern branch in Kifissia was designed according to the new international standards of HSBC Group, with the aim to provide better service to customers, minimize waiting time and allow the possibility to provide top-level banking services to all customers, easily and quickly".

Representatives of local self-government and political parties as well as businessmen attended the event along with many customers of the bank.