

Athens, 16 February 2010

Press Release

**HSBC ranks first in the world
in Top 500 Banking Brands**

HSBC, ranked first, for the third consecutive year, as the “**best banking brand**” with the **highest value globally** by the foremost financial publication **The Banker** and **Brand Finance**.

The valuation was carried out within the framework of an annual research that valued 500 banking groups in terms of their overall presence and the value of their brands, of which that of HSBC – “**World’s local bank**” – was ranked first with a value of \$28.5 billion, 12% higher than last year.

Referring to the award, Mr. Dimitrios Politis, Managing Director & Head of Global Banking HSBC Greece, said that “*in a difficult economic period, HSBC is honoured to receive such an award.*

Our bank operates on the basis of clear and long-established foundations focusing on always being close to its clients.”

