

Athens, 14 July 2010

HSBC

“STEEL MEMORY”

New Deposit Proposal “strong like steel”

In response to market requirements and recognizing the possibilities offered by the natural resources sector, **HSBC** has focused on the steel market and created a new deposit capital guaranteed at maturity, **“Steel Memory”**.

More specifically, it is a specialized deposit proposal, whose performance depends on that of five companies' shares. These companies, active in the Natural Resources sector and particularly to that of steel, are China Steel Corporation, ArcelorMittal, ThyssenKrupp AG, Voestalpine AG and POSCO.

The New Deposit Capital Guaranteed at Maturity, **“Steel Memory”**, has a potential for annual gross return equal to 5.75%, as well as the possibility of rewarding the depositors with this rate even for the years during which the linked shares did not record any rise. In other words, the steel memory of the new deposit capital guaranteed at maturity Steel Memory reclaims the return that the depositor possibly did not collect in one of the deposit years and pays it cumulatively with the first possible positive return of the linked shares.

The duration of the deposit is 5 years and is offered in Euro or US dollars. The subscription period for the deposit, which is offered in limited edition, started on July 1st, 2010 and will end on **September 3rd, 2010**.

As stated by Mr. **Apostolos Papanagiotiou**, Senior Manager Customer Propositions HSBC Greece, *“the new deposit capital guaranteed at maturity **“Steel Memory”** is a combination of the dynamics of natural resources and the timeless value of steel, as one of the most important raw materials, as well as one of the most widespread construction materials used in practical applications that present a strong investment interest”*.

For any clarification or further information, please call at HSBC's general enquiries line 801 117 17 17 or 210 6962 100 if calling from a mobile phone.

- The deposit is offered with an upfront fee and in a limited edition.
- The return of the deposit is subject to taxation (today at 10%), in accordance with the current legislation.
- The present publication does not constitute, in any case, investment advice or investment call.
- The deposit is covered by the UK Financial Services Compensation Scheme, in accordance with its relevant Terms and Conditions.

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The world's local bank