

Athens, 19 October 2010

Press Release

**HSBC Advance:  
An Interactive Event for the Launch**

The innovative, interactive, hi-tech event organized for the launch of the **HSBC Advance** service, which focused on the message “*We know your starting point, we know what you want to achieve and we can help you succeed*”, has been highly successful.

HSBC customers, rising entrepreneurs, as well as internationally recognized HSBC executives with extensive experience and a long-term presence in the Group, attended the event. Mr. **Richard Groves**, CEO of HSBC Greece, welcomed the guests and, then, Mr. **Neil Fillbrook**, Head of Premier, Advance & Wealth Europe referred to the creation of the new **HSBC Advance service** as a response to the global needs of customers, as well as the enhancement of the experience of **HSBC Advance clients** all over the world.

Mr. **Stelios Pirpinias**, Head of Personal Financial Services and Marketing, HSBC Greece, took the floor and referred to the new service as a pioneering one for the Greek banking standards, which responds to the contemporary customers’ needs, helping them to meet their current needs and plan their future steps. He mentioned, among other things, that HSBC Advance is intended for people with **clear objectives and ambitions**, with limited free time, who are looking for **security and confidence** now and in the future, and can utilize the **technology** available to secure greater flexibility in their lives.

A cocktail party followed afterwards and the guests enjoyed a virtual tour of the unique world of HSBC Advance, via state-of-the-art high-tech presentations.