



Athens, 11 February 2011

Press Release

HSBC:
30 years in Greece
146 years of global presence

The **HSBC** Group counts **30** years of successful presence in **Greece!**

HSBC Bank plc started operating in **Greece** in 1981, when Midland Bank established an office in Piraeus. HSBC acquired Midland Bank in 1992. Today, HSBC is one of the largest banking and financial organizations globally, although it started from a very simple idea – to operate as a local bank that will meet local needs.

Providing a wide range of banking services to individuals, corporate and institutional customers in Greece, HSBC has successfully met its role as “The World’s Local Bank”.

HSBC customers can select from a complete portfolio of investment products and services. Using the HSBC Premier or the HSBC Advance premium services, customers can enjoy, among others, the Financial Planning service, having their Relationship Manager always at their disposal to guide them in their financial decisions and provide solutions based on their needs and profile. HSBC aims at providing the best possible service to its customers through its branch network, the Internet Banking service, the ATM network and its specialized professionals.

The management of customer relations and the offer of all available products and solutions are jointly undertaken by specialized professionals from the fields of **Corporate Banking, Global Markets, Investment Banking, Project Finance, Trade Finance, and Payments & Cash Management**. Furthermore, as regards **Shipping**, the HSBC Group offers a wide range of efficient, competitive and reliable services, aimed to meet the needs both of shipping companies and other businesses involved in the shipping industry.

HSBC, via its Group companies, HSBC Pantelakis Securities SA and HSBC (HELLAS) AEDAK, provides customers with stockbrokerage services and alternative investments in Mutual Funds.

The HSBC Group is an international leader in emerging markets and stands out both for its robust capital structure and its significant economic strength.

Mr. **Richard Groves**, **CEO** of HSBC Greece stated: *“We are excited to celebrate 30 years of presence in Greece. This celebration is a milestone for the bank, its customers, and Greece. I would particularly like to thank our customers who have cooperated with us all these years, and to whom we attribute our success. I would also like to thank the Group’s personnel, all the people who have worked with us over these 30 years for their valuable support and services, and of course the regulatory authorities, and all stakeholders. Although we are still faced with a difficult financial period in Greece, opportunities do exist. We are committed to our customers, whom we will continue serving at our best efforts, and whom we will help to take advantage of the opportunities seen in the country. A number of events will be hosted during the year to celebrate this important anniversary and reiterate our commitment with regard to our presence in Greece.”*

HSBC 
The world’s local bank