



Athens, 1 March 2011

Press Release

HSBC

Tree planting in the forest of Kessariani

HSBC has proven once again its social and environmental sensitivity, by taking up the initiative to cooperate with Philodassiki Enossi Athinon.

More specifically, on Sunday 20 February, HSBC Greece participated in a volunteer action for the reforestation of the Aesthetic Forest of Kessariani, in collaboration with Philodassiki Enossi Athinon. Approximately 60 employees of HSBC, friends and children supported the reforestation effort, fostering the work of Philodassiki Enossi Athinon for environmental protection, which is one of the most important Corporate Responsibility (Sustainability) pillars of HSBC.

More than 250 trees were planted in the area of the Forest that the Bank has taken under its protection. HSBC volunteers had the opportunity to see the beautiful forest of Kessariani and contribute, with this reforestation effort, to the creation of a vegetation mosaic, with an aim to protect the environment and enhance aesthetically the area. In addition to purely environmentally-oriented work, the volunteers had the opportunity to explore the paths with the rich flora and fauna of Mount Hymettus, and enjoy the breathtaking view while planting trees.

Ms. Tonia Petrovits, Public Affairs & Communications Manager, HSBC Greece stated: *“With a strong sense of corporate responsibility and long-term commitment for environmental protection, we at HSBC actively participate in all reinstatement efforts. We are very satisfied, as we managed to plant one more area of green in Kessariani, with the full support of Philodassiki Enossi Athinon. Besides, this is the main reason why we want to repeat and promote similar social and environmental awareness-raising actions, so that our children can grow up in a cleaner and greener environment.”*