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Press Release

HSBC Global Bank of the Year *The Banker's Bank of the Year Awards 2011*

HSBC was named “**Global Bank of the Year 2011**” within the framework of the **Bank of the Year 2011 Awards**, which were held for the 12th consecutive year by the renowned magazine *The Banker*. In addition, it was awarded as the “**Asia Bank of the Year**” and received **3 awards** for **Armenia, the Bermudas and Malta**, where it was named “**Bank of the Year**”.

The **Bank of the Year Awards**, which are being held for the 12th consecutive year by *The Banker*, aim to evaluate and award the top banking institutions which effectively deal with challenges, implement new, innovative and financially effective means for developing their operations, boost the markets in which they operate and are financially sound.

Summarising the reasons for which **HSBC** was awarded, *The Banker* stated that: “*The awards’ judges were impressed with the strategy laid out by Mr. **Stuart Gulliver**, Group Chief Executive of HSBC Holdings plc, at the bank’s investor day in May –the first proper investor day ever held– as well as with the progress made so far*”. The judges were also impressed with HSBC’s financial performance in 2010 and in the first half of 2011. The magazine added that “*there is reason to be optimistic about HSBC – it is in the right places and is taking all necessary actions to deal with a tougher economic environment overall*”.

After collecting the award on behalf of the Bank and thanking HSBC’s employees for their efforts, Mr. **Brian Robertson**, Chief Executive Officer of Europe, HSBC, stated, among other things: “*It is clear that over the last few weeks people have lost their composure – which is the worst thing that can happen. Every economic crisis in history shares the same characteristic – it is driven by sentiment and psychology. Thus, in reality, considering the complexity of our field, common sense and composure remain the best tools for managing the risks*”.