

Company Profile

HSBC (HELLAS) AEDAK

April 2012

History

HSBC (HELLAS) AEDAK was founded in 1991 by the Hellenic-British insurance group while in 1992 HSBC Bank (then named Mildland Bank) joined as a shareholder as well. In 1998, HSBC Bank, by acquiring the share of Hellenic-British Insurance group, became the main shareholder of the Company.

While being one of the **pioneers** in the Greek mutual fund market from 1991, we managed the HSBC Growth Greek Equity Fund, the fund with one of the highest cumulative returns in its category.

We provide a wide range of investment options in Equity Funds, Bond Funds, Balanced Funds, Money Market Funds in Greece and abroad.

We represent Mutual Funds offered by the HSBC Group along with investment products of HSBC Global Asset Management in Greece.

Since 2006, whereby we were granted the licence by the Hellenic Capital Market Commission, to provide portfolio management services to private individuals and organizations.

Currently we are managing the following Mutual Funds:

Equity Funds

- HSBC Growth Greek Equity Fund
- HSBC American Equity International Fund
- HSBC Emerging Markets International Fund
- HSBC Pan-European International Equity Fund

Balanced Funds

- HSBC Balanced Mutual Fund

Bond Funds

- HSBC Income Euro Bond Developed Countries
- HSBC International Dollar Bond Fund

Money Market Funds

- Money Market Euro Short Term

We represent selected Mutual Funds of HSBC Global Investment Funds:

- HSBC HGIF BRIC Equity
- HSBC HGIF BRIC Markets Equity
- HSBC HGIF Chinese Equity
- HSBC HGIF Indian Equity
- HSBC HGIF Japanese Equity
- HSBC HGIF Global Emerging Markets Equity
- HSBC HGIF Euro Reserve
- HSBC HGIF US Equity
- HSBC HGIF Climate Change Equity
- HSBC HGIF Brazil Equity
- HSBC HGIF Russia Equity
- HSBC HGIF Turkey Equity
- HSBC HGIF Global Emerging Markets Bond
- HSBC HGIF Asia ex Japan Equity
- HSBC HGIF Euro Credit Bond
- HSBC HGIF Euroland Equity
- HSBC HGIF Global Emerging Markets Debt Total Return
- HSBC HGIF Global Inflation Linked Bond
- HSBC HGIF Latin American Equity

Additionally, we represent the International Investment Portfolios HSBC World Selection:

These international investment portfolios based in Luxembourg receive contributions in euros, dollars or pounds. Through five different profiles they offer access to global markets with the expertise of HSBC by exploiting investment opportunities in various asset categories, different sectors and geographical areas.

- HSBC Portfolios - World Selection 1
- HSBC Portfolios - World Selection 2
- HSBC Portfolios - World Selection 3
- HSBC Portfolios - World Selection 4
- HSBC Portfolios - World Selection 5

Finally, we represent the HSBC Clic Euro 85 Mutual Fund, which mainly invests in the Eurozone, thus limiting the probable risk of capital loss during periods of correction, set to an annual protection level and fixing quarterly yields.



Portfolio Management

With the Portfolio Management Service, we provide investment portfolios addressed to the special needs and parameters of any investor.

- We provide advisory portfolio management services and discretionary management services for both private individuals and institutional investors offering a wide range of investment products offered by HSBC and 3rd parties.
- We have developed suitable portfolio management software in order to provide investors with thorough updates regarding the course of their investments.
- We have the support of HSBC Global Asset Management, the investment arm of HSBC.

We are part of one of the **largest financial services organizations in the world**, the HSBC Group.

The HSBC Group

HSBC is one of the largest banking and financial services organizations in the world with considerable presence in banking, investing and insurance services, all addressed to Private Individuals, Corporate and Institutional customers.

Headquartered in London, HSBC's international network comprises of around **8.000 offices in 87 countries** and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa, servicing over **100.000.000 customers**.

HSBC group's **objective** is to become the world's largest financial Institution, making the HSBC brand name synonymous to trust, integrity and ethics along with the exceptional quality level of services rendered to customers.

To accomplish this objective, HSBC operates based on the personnels loyalty and devotion, the long lasting customer relations and the highest standards in all aspects.

Find out more information about our **international** presence at **www.hsbc.com**

Our objective is to achieve high returns through a flexible investment strategy that identifies the mid-long term market prospects but capitalizing from the short-term market fluctuations towards our customers' benefit.

www.hsbc.gr

HSBC (HELLAS) AEDAK
15, Valaoritou str, Athens 106 71
Tel: +30 210 36 46 484-91

Our aim is to constantly improve the quality of provided services and develop new mutual funds in order to cover all possible customers' needs.

Our Competitive advantages:

- We are part of a **global financial institution** that provides us with international investing know-how.
- We have acquired a **valuable-21year-experience** of following-up the Financial and Capital markets in Greece and abroad. Our investment personnel consists of well known professionals possessing a long-term experience in their area of specialization.
- We provide **effectiveness** in assessing the stocks and bonds, in benefiting from opportunities as well as from crisis management.
- Our **long-lasting returns** on investments, remain of the highest in the market. We continuously develop investment value effectively even in harder investment cycles.
- We have developed our own **investing philosophy** that comprises of the provision of investment training to customers along with promoting our services always in accordance with our principles of business ethics.
- **The company's structure is complete** and consists of the general management, the investment department with a complete function of analysts, the portfolio management department, the marketing department, the Investors' relations department and the Internal Audit department.
- We provide **high level quality of service** to our customers. The specialised personnel is willing to analyse the investor's financial data, assisting in setting the investment target and the time frame and addressing the appropriate portfolio which best suits the investor's objective.
- Additionally, our company offers **regular market briefings**, updates on investor's portfolio and the investment products we represent and manage. The briefing is conducted via publications, correspondence and web services.

HSBC (HELLAS) AEDAK is always at **your disposal** directly, through the HSBC Bank branches or through our representatives in order to effectively assist your investment choices and decisions.

Please read thoroughly through our Simplified Prospectuses, Regulations and the latest Financial Statements, before investing in our mutual funds. Fund Regulation includes the investment objective, fees, expenses, sales & redemption procedures of the Mutual Fund. In the grounds of upgrading our services, telephone calls may be recorded

MUTUAL FUNDS DO NOT HAVE A GUARANTEED RETURN AND PREVIOUS PERFORMANCE DOES NOT GUARANTEE FUTURE PERFORMANCE