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HSBC ADOPTS REVISED CODE OF BANKING PRACTICE

HSBC, the world's local bank, has adopted the revised Code of Banking Practice in Australia.

Developed by the Australian Bankers' Association, the voluntary Code is the banking industry's customer charter on good banking practice for personal and small business customers.

Stuart Davis, CEO of HSBC, said adopting the code was an important outcome for HSBC and its customers across Australia.

"HSBC is committed to building long-term relationships and earning our customers' trust. Working within the Code to incorporate better defined standards of service, disclosure and principles of conduct is a win-win outcome," said Mr Davis.

Once adopted by a bank, the Code is a binding agreement between that bank and its customers and is independently monitored to ensure compliance.

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Notes to editors

1. HSBC in Australia
In Australia, the HSBC Group offers an extensive range of financial services through a network of 35 branches and offices. These services include personal and commercial financial services, trade finance, non-advisory stockbroking, treasury and financial markets, funds management, investment advisory and securities custody.