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HSBC'S NEW HEAD OF PERSONAL FINANCIAL SERVICES

HSBC announces Alan Richards as its Head of Personal Financial Services, with responsibility for driving HSBC's retail banking and wealth management capabilities in Australasia.

Alan has been with the HSBC Group since 1984. Prior to this appointment, he was Assistant General Manager, Personal Financial Services and a Director of HSBC Bank A.S. Istanbul in Turkey, where he was responsible for the acquisition and integration of Demirbank and also Benkar, Turkey's largest independent consumer finance business.

Stuart Davis, CEO of HSBC in Australasia, said, "We're delighted to welcome Alan to HSBC in Australia. Alan's experience in personal financial services across Europe and Asia, together with his history of success within the HSBC Group, make him uniquely qualified to advance our local retail business."

Mr Richards originally joined the HSBC Group in 1984 as a Graduate with the former Midland Bank plc and has since worked throughout Europe and Asia, including the United Kingdom, Turkey, Hong Kong and Malaysia.

Mr Richards replaces Kevin Martin, who has been appointed Head of Customer Marketing at HSBC Bank United States.

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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.