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HSBC APPOINTS NEW HEAD OF MARKETING

HSBC has appointed Darren Friedlander as head of marketing in Australia, responsible for the HSBC brand, marketing communications, market research, sponsorship leveraging as well as customer analytics and CRM.

Mr Friedlander joins HSBC from the Commonwealth Bank of Australia, where he was General Manager of Marketing Communications. During his seven years with the bank, he also headed up its credit card product marketing and loyalty programmes as well as the marketing stream for the Commonwealth Bank and Colonial merger.

Alan Richards, head of personal financial services for HSBC said, "It's great to have Darren join us and help grow the HSBC brand and market share in Australia more aggressively at this critical stage of our Australian development".

"With his knowledge and experience of the local financial services marketing landscape, Darren will be a great asset in the Australian growth of the world's local bank,"

Mr Friedlander has also previously worked for AMP, Nissan and National Australia Bank.

Ends/more

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Note to editors:

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.

Principal HSBC Group members operating in Australia include HSBC Bank Australia Limited, HSBC Asset Management (Australia) Limited, HSBC Precious Metals (Australia) Limited, HSBC Stockbroking (Australia) Pty Ltd and HSBC Bank plc.