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## **HSBC AND NSW RUGBY RENEW FOR THREE MORE YEARS**

HSBC, the world's local bank, has signed a multi-million dollar agreement with NSW Rugby Union continuing its major naming rights sponsorship of the HSBC Waratahs for three years.

This agreement continues the successful relationship that began in 2002 when HSBC entered into its first major Australian sporting sponsorship.

"We are very excited about the HSBC brand becoming an even more familiar sight in the new Super 14 competition right through until the end of 2008," said Stuart Davis, CEO of HSBC in Australia and New Zealand.

"Our four year relationship with the HSBC Waratahs has been extremely rewarding, helping drive business growth and the awareness of who HSBC is and what we stand for," Mr Davis said.

NSWRU Chief Executive Officer Fraser Neill said the partnership with HSBC has assisted in the growth of the HSBC Waratahs.

"In many ways we've grown together over the last four years.

"It is one of the world's most respected sporting partnerships and one that is highly visible and beneficial to our growing rugby community," said Mr Neill.

HSBC is one of the world's most recognised global brands and in a recent survey was ranked the 29th most valuable global brand<sup>1</sup>.

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<sup>1</sup> 2005 Interbrand/Business Week ranking of Top 100 Global Brands

## **HSBC and NSWRU renew for three more years/2**

“Locally, our aim is for more Australians to be familiar with HSBC and the range of banking solutions we offer. Our involvement with the HSBC Waratahs continues to support this effort,” Mr Davis said.

NSWRU and HSBC have collaborated successfully during the past four years.

Mr Neill commented, “HSBC has helped entrench the Waratahs in the business community also and as a result we’ve encountered unprecedented demand from that sector.

“But it’s the special events like the HSBC Free-Kick clinics that leave lasting impressions with our supporters and the Waratahs’ stars of the future,” he said.

Mr Davis commented, “We are appreciative of the work performed by the management, coaching staff and players of NSWRU that has seen the HSBC Waratahs develop into a rugby powerhouse. We are very excited to continue our involvement for the next three seasons.”

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### **Notes 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, financial planning and securities custody.

Principal HSBC Group members operating in Australia include HSBC Bank Australia Limited, HSBC Precious Metals (Australia) Limited and HSBC Bank plc. HSBC is marketed worldwide as ‘the world’s local bank’.

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