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HSBC SEES THE WARATAHS DIFFERENTLY IN 2006
NEW HSBC WARATAH CAMPAIGN REINFORCES THE HSBC BRAND

Hot on the heels of its largest ever brand advertising campaign in Australia, HSBC is launching its new campaign supporting its sponsorship of the HSBC Waratahs in the Super 14 tournament. The campaign integrates the bank's global 'what's your point of view' theme with its support of the NSW rugby union side.

"Using the effective 'different points of view' creative, HSBC's new campaign focuses on the differences we all see in the game – its sometimes artful plays, sometimes galling plays," said HSBC's head of marketing, Darren Friedlander.

"In the creative, David Lyons is viewed as both 'lock' and 'key', Lote Tuqiri personifies the team's 'power' and 'panache', while Chris Whitaker shows the 'genius' in his 'dummy' plays," he said.

The new HSBC Waratahs advertising will feature on free-to-air TV as well as Fox, in metropolitan papers in NSW, online and will be complemented by outdoor and ambient activity starting from March 2006.

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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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