



31 August 2006

HSBC NAMED AUSTRALIA'S BEST CONSUMER INTERNET BANK

HSBC has been named Australia's Best Consumer Internet Bank in Global Finance magazine's World's Best Internet Banks awards in Asia.

Winners were chosen from entries evaluated by a world-class judging panel consisting of representatives from Tata Consultancy Services Ltd. Global Finance editors were responsible for the final selection of winners in the First Round.

HSBC won Best Consumer Internet Bank in Australia based on a range of criteria, including growth of online customers, breadth of product offerings, evidence of tangible benefits gained from Internet initiatives, and web site design and functionality.

ends/more

Media enquiries to:

**Kate Epworth on +61 2 9006 5682 /
+61 418 700 172 /**

kateepworth@hsbc.com.au

**Daniel Pigott on +61 2 9006 5396 /
+61 422 908 994 /**

danielpigott@hsbc.com.au

Notes to editors

1. HSBC Bank 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, financial planning, trade finance, treasury and financial markets, payments and cash management and securities custody. Principal HSBC Group members operating in Australia include HSBC Bank Australia Limited (ABN 48 006 434 162) and The Hongkong and Shanghai Banking Corporation (ABN 65 117 925 970). HSBC is marketed worldwide as 'the world's local bank'.

ends

News Release