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HSBC TOPS POLL OF WORLD'S MOST VALUABLE BANKING BRANDS

HSBC, Europe's largest bank by market value, has been named the world's most valuable banking brand according to the Banker magazine's Top 500 Financial Brands listing ⁽¹⁾. It was also the only bank featured in the study to achieve the highest possible triple 'A' brand rating. Today's announcement follows last year's Interbrand study of the world's most valuable brands across all sectors which saw HSBC jump five places to 23, the second best growth performance of the top 40 companies surveyed.

Chris Clark, Head of Group Marketing, HSBC, said: "In just 10 years the HSBC brand has become a very powerful asset. Our focus on emerging markets will be underpinned by the strength of the brand. Many customers across all our business lines are increasingly looking for services and solutions with an international dimension. We are very well placed to help them and the brand sets out our credentials as these trends develop."

He continued: "A great example of this was the launch of HSBC Premier in September last year. This was a fabulous illustration of the brand in action. Premier customers now have the ability to open accounts in 37 different countries and we can assist them wherever they are in the world using our network of branches and dedicated relationship managers."

Brian Caplen, Editor of The Banker, said: "Banks are increasingly aware of the value of their brand and how it underpins everything they do across all business lines and all geographies. The Banker magazine, together with Brand Finance, has put together a unique listing based on brand values and we congratulate HSBC in coming out top in this year's poll."

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HSBC Tops Poll of World's Most Valuable Banking Brands/2

This year's Banker magazine listing highlights the emergence of Chinese banks as significant players on the international stage. Three now appear among the top 25 brands, illustrating the growing importance of China in the global economy.

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⁽¹⁾ Banker Magazine Top 500 Financial Brands, March 2008

For further information or a copy of the report, please go to www.thebanker.com

Note to editors

HSBC Holdings plc

HSBC Holdings plc serves over 125 million customers worldwide through around 10,000 offices in 83 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of some US\$2,150 billion at 30 June 2007, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

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