



26 June 2008

**HSBC TO ESTABLISH WHOLESALE WEALTH
MANAGEMENT BUSINESS IN AUSTRALIA
CHARLES GENOCCHIO TO HEAD BUSINESS**

HSBC has announced the establishment of a wholesale wealth management business in Australia, appointing Charles Genocchio to head the business. Genocchio was previously head of sales, consulting relationships and research houses at Barclays Global Investors.

As Head of Funds and Investments at HSBC, Genocchio will be responsible for bringing HSBC's global asset management capabilities into Australia, distributing HSBC Global Asset Management products and HSBC Alternative Investments to institutional clients and wholesale platforms.

HSBC will offer HSBC Global Asset Management products from its specialist investment businesses including Halbis (active management specialist) and Sinopia (quantitative specialist) as well as HSBC Alternative Investments' fund of hedge funds and tailor-made institutional portfolios of hedge funds.

Commenting on the bank's new wealth management strategy, Chief Executive Officer Stuart Davis said, "This is a perfect example of how HSBC is leveraging its global competitive advantage here in Australia.

"We're identifying wealth management areas that HSBC dominates overseas and bringing those products, systems and expertise to meet Australian demand – giving Australian investors access to international investment opportunities.

"With Charles Genocchio on board, HSBC Australia will be in a unique position to match Australian clients' needs for international and emerging market investment opportunities with the HSBC Group's global asset management capabilities.

"This is strategically important for the HSBC Group because Australia is a net exporter of wealth. Australia's total superannuation market sector is projected to reach \$3.3 trillion by 2017¹ and we expect the demand for international assets to increase significantly.

"HSBC Global Asset Management and HSBC Alternative Investments will form a critical component of HSBC's wealth management strategy in Australia, giving Australian clients access to the most attractive investment markets in the world."

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Globally, HSBC Global Asset Management has over US\$397.4 billion in assets under managementⁱⁱ. It has an outstanding track record and a longstanding presence in emerging markets, with assets of over US\$93 billion and more than 200 dedicated investment professionals focused on emerging markets located across 18 key offices in North America, South America, Europe, Middle East and Asia. It manages a US\$7.1 billion Indian equity fund, a US\$4.3 billion Chinese equity fund and a US\$2.8 billion BRIC Freestyle equity fundⁱⁱⁱ – among the world’s largest funds in their respective sectors.

HSBC Alternative Investments is the specialist hedge fund advisory business within the HSBC Group. As one of the largest players in the global hedge fund industry, it has US\$52.7 billion^{iv} of client assets invested in well over a thousand hedge funds. The business’ near 20 years experience, combined with its global deal flow and long term hedge fund relationships have made it a market leader in Europe, Asia and the Middle East.

Stuart Davis said “We plan to bring the best of HSBC’s expertise to this market to address local needs for globally competitive investment products and services, putting more of the HSBC Group’s global strength to work for our clients in Australia.”

Previously, Charles Genocchio was head of sales, consulting relationships and research houses, for Barclays Global Investments (BGI) between 2003 and 2008, where he oversaw the sales effort and managed key client relationships for that business. His role also included formulating strategy to grow new business. Between 2000 and 2003, he held the position of senior manager, institutional business for BGI. Prior to this, Charles was at Westpac Investment Management for six years, working in various roles including portfolio manager, client manager and senior business development manager.

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Notes to editors

ⁱ DEXX&R Market Projections Report 3 March 2008.

ⁱⁱ Assets managed by HSBC Global Asset Management at 31 March 2008.

ⁱⁱⁱ As at 31 May 2008

^{iv} Assets managed by HSBC Alternative Investments at 31 December 2007.

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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'.

HSBC Alternative Investments

Formed in 1994, HSBC Alternative Investments Limited is the HSBC Group's dedicated fund of hedge funds business that advises on a range of multi-manager investment funds, separate accounts and structured products for institutional and high net worth investors. HAIL identifies investment strategies where they believe there is a rationale for expected satisfactory absolute returns over time, combined with tolerable, short-term levels of volatility. HAIL specialises in absolute return funds and also provides advisory services on tailor-made diversified portfolios of hedge funds. HAIL HSBC has US\$52.7 billion of client assets invested in well over a thousand hedge funds at end December 2007.

HSBC Global Asset Management

HSBC Global Asset Management comprises four specialist investment businesses: Halbis, Sinopia, Multimanager and Liquidity. HSBC Global Asset Management acts as the global representative of its specialist investment businesses and manages assets totalling US\$397.4 billion (as at end March 2008). As one of the world's leading emerging markets asset management businesses, we are on-the-ground everywhere you want to be. We aim to provide unique insights, investment opportunities and access to service excellence worldwide. Through our network of offices in over 20 countries around the world, we have strong relationships with corporates, institutions and financial intermediaries of all sizes and types.

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