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HSBC AUSTRALIA APPOINTS NEW HEAD OF CONSUMER FINANCE AND CREDIT CARDS IN AUSTRALIA

HSBC has appointed Keith Lewis as head of consumer finance and credit cards for HSBC Bank Australia.

As head of consumer finance and credit cards, Keith Lewis will be responsible for driving the strategy and operation of HSBC's credit cards (direct and white label), in-store credit and personal lending businesses.

Graham Heunis, head of personal financial services for HSBC in Australia, said "Keith Lewis brings a wealth of experience to this role borne out of some 20 years in credit card and marketing roles with HSBC in Europe and the United States. He has been with HSBC in Australia since 2005 and during that time has been instrumental in the success of the bank's credit cards business.

"During 2007 HSBC had the fastest organically growing credit card portfolio in the Australia and the business continues to grow, distributing cards directly as well as through third party retail partners such as Woolworths, Freedom Furniture, JB Hi-Fi and Bing Lee.

"Global cards expertise and scale is critical to effective performance of credit cards and consumer finance and as one of the world's largest banks, HSBC brings this global advantage to Australia. Globally, HSBC is a top five issuer of credit cards with more than 120 million cards in force and three quarters of those on the same platform."

The consumer finance and credit cards business leverages the global platform OneHSBC Cards (previously called WHIRL), developed by HSBC Finance in the United States.

"This scale and global strength combined with our product innovation and local customer focus positions our consumer and finance credit card business well for long-term and sustainable growth," Heunis said.

Prior to his appointment as head of consumer finance and credit cards, Lewis was national manager, cards and relationship marketing for HSBC in Australia following his post as general manager, co-brand credit cards for HSBC Holdings plc in London. Prior to this, Lewis held senior credit card and marketing roles with HSBC in a range of markets.

Keith Lewis replaces Rod Hyde, who has led the consumer finance and credit cards business within HSBC Australia since 2004.

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News Release

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Notes to editors

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'.

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