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LINFOX GOES GLOBAL WITH HSBC
'BUILDING ON INTERNATIONAL SUCCESS' SHORT FILMS LAUNCHED

The success story of iconic Australian based logistics company, Linfox, will appear in five different languages and will be screened around the world on CNBC in November/December 2008 as part of the latest marketing campaign for HSBC's global commercial banking business.

The Linfox story is part of a series of four short films created by the bank, which examine the commercial journeys of a range of HSBC customers from around the world who have built successful international businesses.

With some 6,000 vehicles and 15,000 employees around the world, Linfox banks with HSBC in ten of the countries where it operates.

Antony Elliott, managing director of Fox Private Group, said "Linfox's future is to grow significantly in Asia and to increase our Asian presence as a proportion of overall business.

"Linfox sought out HSBC because we recognised they had the local knowledge and on-the-ground operations to service our international expansion needs in Asia.

"Because HSBC has been a partner in the growth of Linfox's business in the Asia-Pacific region, we were delighted to participate in the 'Building on International Success' films project."

Noel McNamara, head of commercial banking for HSBC Bank Australia, said "These films demonstrate HSBC's unparalleled ability to support Australian businesses as they expand and do business offshore, particularly in the emerging markets of Asia.

"Cross-border customer relationships are a critical part of HSBC's strategy as it focuses on the fundamental trend of the global economy rebalancing in towards Asia where, even in the current economic climate, growth continues to be stronger than in mature economies.

"HSBC is able to provide companies like Linfox with holistic financial solutions as they expand their businesses in Asia – something which only a bank of HSBC's global scale and international reach can deliver."

Linfox goes global with HSBC /2

The Linfox case study is featured in three different film lengths: a twenty-second teaser, a one-minute endorsement film that focuses on the customer's partnership with HSBC and a three-minute engagement film.

The films will be translated and subtitled in Brazilian Portuguese, Latin American Spanish, French and Chinese (Simplified), and distributed globally through CNBC, appearing on CNBC Europe, CNBC Asia, CNBC World and Band News (for LATAM) and online.

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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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