

28 November 2008

HSBC LAUNCHES GLOBAL PREMIER BANKING IN PERTH

HSBC has launched the first truly international personal banking and wealth management service in Perth. Aimed at the world's mass affluent¹ and internationally-oriented consumers, HSBC Premier offers seamless cross-border banking and the promise that customers can, for the first time, take their banking relationship and credit history with them wherever they choose to live and work.²

The HSBC Premier Centre in Perth is located at 188-190 St George's Terrace, Perth WA 6000.

The Perth HSBC Premier Centre will join a network of more than 350 HSBC Premier Centres in 41 countries and more than 8,500 branches around the world with HSBC Premier service points. Each location has access to all the information needed to serve customers and provide local advisory services to HSBC Premier customers.

Andrew Carruthers, Head of HSBC Premier, HSBC Bank Australia said, "In recent years we've seen increasing demand in Perth from customers seeking a higher level of service and from those with international banking and financial needs.

"HSBC Premier meets this demand, providing a service that is different from any other offering of its kind in the marketplace," he said.

At the new centre in Perth, HSBC Premier customers will benefit from a dedicated relationship manager who helps tailor their financial solutions to take advantage of local and global opportunities and the option of engaging a financial planner who can build a personalised wealth creation strategy.

HSBC Premier provides a host of premium services including:

- Access to a relationship manager who provides dedicated one-on-one service
- Ability to pre-open overseas accounts and transfer credit history

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- A single view of all accounts held with HSBC globally via internet that provides the ability to manage all accounts, whichever country they are in, through a single website
- Online fund transfers between accounts with HSBC overseas at no cost
- International recognition and access to banking services and HSBC Premier centre lounge facilities across 41 countries and territories
- The ability to obtain a pre-approved overseas mortgage (up to 60 per cent Loan-To-Value) for up to three properties
- A credit card featuring special offers from 6,000 merchant in 41 countries
- Wealth management services and international market information for retail investors, access to choice of funds, local expertise and markets
- Emergency encashment facilities and 24-hour credit card replacement
- Preferential pricing on products and services

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Notes to editors

¹ HSBC defines mass affluent as those consumers with liquid assets of between US\$100,000 and US\$2million.

² HSBC Premier services are available through a network of more than 350 HSBC Premier Centres in 41 countries and more than 8,500 branches around the world with HSBC Premier service points.

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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