

26 May 2009

PAULO MAIA NAMED CEO OF HSBC BANK AUSTRALIA

HSBC has appointed Paulo Maia, currently Deputy CEO of HSBC Brazil, as CEO of HSBC Bank Australia. The new appointment will come into effect on 1 July 2009. Paulo Maia replaces Stuart Davis, who has been appointed CEO of The Hongkong and Shanghai Banking Corporation in India.

Sandy Flockhart, CEO of HSBC Asia Pacific, said: "Paulo has more than 25 years' banking experience spanning Brazil, Great Britain and the United States across the retail, commercial and corporate banking sectors. Paulo brings to this role an intimate understanding of what it takes to grow HSBC's business in each of these banking sectors as well as valuable insight into the business opportunities for HSBC and its clients in both developed and emerging markets."

"HSBC has a clear business strategy to grow its presence in the Australian market and the success of this strategy to date is clear. HSBC in Australia achieved excellent results in 2008 despite market turbulence, increasing its pre-tax profit by 42 per cent to US\$176 million. Paulo Maia will continue to grow HSBC's business in Australia, focusing on new and existing business opportunities within Personal Financial Services, Commercial Banking and Global Banking and Markets where the HSBC Group's global size and on-the-ground presence provide us with a natural advantage in this market."

Mr Maia first joined HSBC in 1993 when he worked in the representative office in São Paulo as Director Corporate Finance and at the Group's headquarters in London as Senior Manager Emerging Markets. In 1997, Mr Maia returned to Brazil from the UK as the HSBC Group acquired Banco Bamerindus do Brasil, where he took part in the acquisition process and the setting up of HSBC Bank Brazil. Before becoming Deputy CEO of HSBC Bank Brazil, a role he has held since April 2008, he headed both HSBC's Personal Financial Services and Commercial Banking operations in Brazil.

ends/more

Media enquiries to:

**Kate Epworth on +61 2 9006 5682 /
+61 418 700 172 /
kateepworth@hsbc.com.au**

**Daniel Pigott on +61 2 9006 5396 /
+61 422 908 994 /
danielpigott@hsbc.com.au**

Paulo Maia named CEO of HSBC Bank Australia/2

Notes to editors

Biography and Picture of Paulo Maia

The biography and a picture of Paulo Maia are enclosed.

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 Limited (ABN 65 117 925 970). HSBC is marketed worldwide as 'the world's local bank'.

ends/all