



28 September 2009

HSBC ANNOUNCES S&P/ASX 200 LINKED INVESTMENT NEW PRODUCT IN 100+ SERIES OF STRUCTURED INVESTMENTS

HSBC Bank Australia has announced the latest product in its 100+ Series of structured investment products: the HSBC S&P/ASX 200 Linked Investment. Responding to growing local investor demand for lower risk avenues to re-enter the Australian equities market, the HSBC S&P/ASX 200 Linked Investment will offer capital-protected upside exposure to the S&P/ASX 200 with a 4.5-year investment horizon.

The HSBC S&P/ASX 200 Linked Investment will be distributed directly through HSBC Bank Australia and its financial planners as well as by independent distributors from October 2009. The product has been reviewed by Lonsec and given a 'Recommended' rating.

According to Ian Collins, head of sales for Global Markets for HSBC Bank Australia, "The HSBC S&P/ASX 200 Linked Investment meets local investor demand for investment strategies that deliver diversification in asset allocation, risk and market exposure.

"HSBC's global structured products capabilities are a clear competitive advantage for us in Australia as we can offer clients access to local and international investments while meeting the varying risk appetites of our customer base.

"Structured investment solutions, tailored for private and institutional investors, are a key product for the HSBC Group in the Asia Pacific region as well as in the UK, Europe and the US.

"We're identifying wealth management areas that HSBC dominates overseas and bringing those HSBC products, systems and expertise to meet Australian demand," Collins said.

The HSBC 100+ Series S&P/ASX 200 Linked Investment

The HSBC 100+ Series S&P/ASX 200 Linked Investment is a capital protected product with the return on the investment linked to the performance of the S&P/ASX 200 Index during the 4.5-year investment term. If at maturity the S&P/ASX 200 Index level exceeds the initial index level, the investment return will be equal to the percentage increase in the S&P/ASX 200 Index, subject to a maximum equal to the return cap. The return cap will be determined by HSBC on the issue date. At maturity, if the S&P/ASX 200 Index level average over the final six months is lower than the initial index level, the original capital investment will be returned to investors.

This news release is issued by

HSBC Bank Australia Limited

ABN 48 006 434 162

Head Office:

Level 32, 580 George Street, Sydney NSW 2000

Web: www.hsbc.com.au

News Release

HSBC announces S&P/ASX 200 linked investment/2

The HSBC 100+ Series S&P/ASX 200 Linked Investment offer period runs from 19 October 2009 until 5pm on 4 December 2009. The investment starts on 16 December 2009 and the initial index level observation date is 9 December 2009. The minimum investment is \$10,000, in increments of \$1,000 thereafter.

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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

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'.

Lonsec Rating

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