



10 June 2010

HSBC DOMINATES AIRBRIDGE ADVERTISING IN AUSTRALIA BIGGEST AIRBRIDGE CAMPAIGN IN HISTORY LAUNCHES NEW BRAND CAMPAIGN

HSBC has signed a five-year partnership to control airbridge advertising space across Australia's international and domestic airports – the biggest airbridge campaign in Australian history and the next step in HSBC's plan to expand its presence in Australia. Targeting both arrivals and departures in Sydney, Melbourne, Brisbane, and Perth, HSBC brand advertisements will be exclusively placed on internal and external panels of airbridges across Australia, reaching up to 85 million¹ domestic and international passengers that pass through these airports each year.

The airbridge advertising forms part of HSBC's new global marketing campaign which will launch in Australia and around the world. The campaign will be brought to life in advertising that uses internationally-themed insights to demonstrate the potential that exists in the world. (Creative executions are attached).

Darren Friedlander, head of marketing for HSBC in Australia, said: "HSBC is committed to growing its presence in Australia and through this new campaign we are investing in the HSBC brand in the Australian market. Airbridge advertising is central to this.

"Airbridge advertising is a concept pioneered by the HSBC Group, first launched at London's Heathrow Airport in 2001. Since then it has expanded to 48 airports in 24 countries around the world.

"Someone flying from their home in Paris to Sydney via Bangkok will see the HSBC brand every time they embark and disembark. Globally, almost one billion passengers travel through HSBC-branded airports each year.

"Airbridges are the last and first thing that travellers see when they fly internationally so it's a very compelling advertising medium and one that works particularly well for our brand, which is very focused on people with an international outlook; people who are interested in the world.

"Airbridge advertising is representative of our ability to offer customers both international reach and local knowledge and with our global banking offerings to both personal and corporate customers, we can offer them a seamless international banking experience wherever they are in the world," Friedlander said.

The broader brand campaign will feature on all Australian free-to-air commercial television networks and pay TV as well as in newspapers, magazines and online.

This news release is issued by

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Friedlander said: “The crux of this campaign is that HSBC partners with its customers to reach their individual or business potential.

“HSBC has always believed that only when we see the world as both a local and a global place can we harness its true potential. This is as true in Australia as it is in Shanghai, London or New York.

“As one of Australia’s leading international banks, HSBC is in a unique position to unlock the world’s potential for our customers by providing them with leading global financial propositions coupled with the local and personal customer service experience they’ve come to expect.”

HSBC adopted a unified global brand for all of its businesses in 1999 and global campaigns of this nature have cemented HSBC as the most valuable banking brand in the world, now worth \$28.5 billion according to Brand Finance, a position that HSBC has held for the last three years.ⁱⁱ

The first television commercials will screen across Australia on Sunday 13 June and the print advertisements will appear from Monday 14 June.

The new brand campaign is part of HSBC’s plans to expand its business in Australia. HSBC opened a new branch in North Sydney in April, the first step in the expansion of its branch network, and this will be followed by a Canberra branch in the third quarter of 2010. HSBC plans to grow its branch network in Australia by five to ten branches each year.

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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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ⁱ Based on 2009 statistics sourced from: <http://www.sydneyairport.com.au/SaCl/>; <http://www.melbourneairport.com.au/>; <http://www.bne.com.au/>; <http://www.perthairport.com/>

ⁱⁱ Source: <http://www.brandfinance.com>