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HSBC OPENS IN DONCASTER **FIRST VICTORIAN BRANCH IN EXPANDING HSBC BANK NETWORK**

HSBC has opened the doors to its newest branch in Doncaster, the first Victorian branch to be opened as part of the Bank's plan to extend its retail footprint across Australia and HSBC's third new branch opened in 2010. HSBC plans to grow its branch network by five to ten branches each year.

"HSBC is committed to providing our growing customer base with unrivalled banking services and the opening of our newest branch in Doncaster is delivering on that commitment," said Graham Heunis, head of personal financial services for HSBC Bank Australia.

The Doncaster branch occupies 350 square metres over two levels on Williamson Road in Westfield Doncaster. The site is large enough to accommodate an HSBC Premier Centre in addition to the regular HSBC bank branch.

HSBC Premier is a premium global banking service for mass affluent retail customers, offering a full suite of global banking products and services including a dedicated relationship manager, cross-border banking and wealth management services. HSBC Premier is central to HSBC's retail expansion plans in Australia.

The HSBC Premier proposition complements HSBC's broader range of mortgages, deposits and credit cards available to Australian customers.

"HSBC in Australia takes the best banking products and services from our global network in 87 markets around the world and brings them to Australian customers. This means services like HSBC Premier where you have your own relationship manager as well as access to international banking and wealth management opportunities.

"HSBC's focus is on building strong customer relationships underpinned by international connectivity and the organic expansion of our branch network, including the newest addition in Doncaster, will provide this to our expanding customer base across Australia," Heunis said.

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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 33 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 AFSL 232595) and The Hongkong and Shanghai Banking Corporation (ABN 65 117 925 970 and AFSL 301737). HSBC is marketed worldwide as 'the world's local bank'.

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