



10 December 2010

HSBC APPOINTS NEW HEAD OF HUMAN RESOURCES

HSBC has appointed Francine Biddulph as Head of Human Resources for its Australian operations. In this role, Biddulph acts as a strategic business partner for the organisation, providing counsel to the executive team and overall leadership and direction for the Bank's human resource management. She is also responsible for the development and implementation of local human resource policies and programs.

Commenting on Biddulph's appointment, Paulo Maia, Chief Executive Officer of HSBC Bank Australia said: "People are the key to business success and strong, effective management of human resources is essential to attracting, developing and retaining the best people.

"Francine's appointment underscores our commitment to growing our business in Australia. We increased our employee numbers by 15% this year and as we expand our banking operations across all customer groups, our workforce will continue to grow.

"In 2010, our Employee Engagement Index was in line with Australia's best-in-class businesses, and as our workforce grows, we must ensure that employees remain highly engaged with the business because this is fundamental to our success. With Francine on board, we are well-placed to achieve this.

"Francine's extensive knowledge and experience of the local financial services industry as well as her deep understanding of business drivers means she is strongly positioned to deliver people initiatives that both support HSBC's expansion in Australia and make HSBC the best place to work," Maia said.

Prior to joining HSBC, Biddulph was Head of Human Resources for the Australian Securities and Investment Commission (ASIC) from 2007 to 2010. Previously, Francine spent eight years with Westpac Banking Corporation in senior human resource positions, supporting various businesses including wealth and business banking. Her most recent role at Westpac was Head of Human Resources for the retail bank.

Biddulph holds a Master of Business Administration from the Australian Graduate School of Management and a Diploma of Human Resources from Deakin University.

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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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