

HSBC Bermuda

Business Summary 2009

Robust
Resilient
Reliable

Our Mission is to be the leading financial services company in Bermuda.

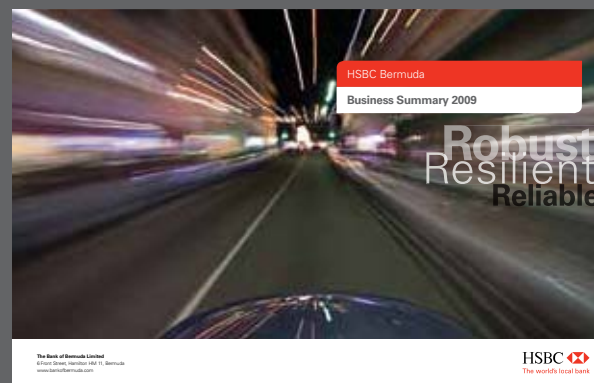
About Us

HSBC Bermuda is the leading provider of financial services in Bermuda, servicing the needs of individuals, institutions and corporations locally and globally.

HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 8,000 offices in 88 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,364 billion at 31 December 2009, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

About the cover



Front Street, Hamilton, Bermuda

HSBC Bermuda enters the second decade of the twenty first century with accelerated momentum, strengthened by our focus on state-of-the-art technology, unique banking solutions and consistent delivery. We are confident in our capacity to combine local knowledge with global capabilities to support the needs of our customers.



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HSBC Bermuda, Bank of the Year. One, two, three times a winner!

2007
2008
2009

Having a strong, reliable bank has probably never been more important than it is today. So it's reassuring to know that **HSBC Bermuda** has been named Bank of the Year for the third year in a row by The Banker magazine.

Consistent strength. Consistent stability.
Consistent excellence in customer service.
That's what it takes to be named Bank of the Year. That's what you deserve in a bank.

www.bankofbermuda.com



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Robust. Resilient. Reliable.




Philip Butterfield
Chief Executive Officer

2009 continued to be a challenge for the financial services sector globally. The new reality, reflected by slower growth and lower interest rates, will require careful planning and patience. HSBC Bermuda, as part of the HSBC Group, demonstrated its resiliency by reporting robust earnings, a healthy capital base and strong liquidity.

Our Standard & Poor's Rating of AA- is the highest amongst local banks. Market share has increased in all of our customer segments. Market research confirms that we are improving customer service by meeting and exceeding customer expectations. These factors all contributed to our receipt of The Banker magazine's Bank of the Year Award in 2009, the third consecutive year. My thanks to my colleagues for their tireless commitment to excellence and to our customers, for their confidence in our ability to meet their needs. These factors are the foundations of our success.

I am very pleased with the resilient financial performance of the Bank in 2009. Despite challenging market conditions, we achieved a net operating profit of US\$ 221 million. Our consolidated balance sheet remains robust with conservative credit and liquidity positions and grew by US\$ 494 million during the year, to stand at US\$ 10,757 million at 31 December 2009. The Bank continues to build from an exceptionally strong capital base. The consolidated total capital ratio, at 21.0% as at 31 December 2009, is almost double the regulatory minimum requirement.

The Bank successfully re-branded to HSBC  during this past year which enabled us to deliver more effectively on the promise of HSBC's global capabilities. This process will be completed in the second quarter of 2010.

A period of ongoing uncertainty will continue in 2010

and our approach will include a strong emphasis on risk management, cost efficiency, relationship management and staff development.

We now live in an environment where financial management discipline is an absolute necessity. Our focus on risk management encompasses attention to credit, market, operational and reputational risk. Cost efficiencies are being realised by process improvements and in/outsourcing to lower cost jurisdictions.

We assist our customers by leveraging our connectivity with other HSBC markets and have brought economists and business experts to Bermuda to share knowledge and expertise. Going forward, we will continue to maintain close relationships with and be responsive to our customers as they manage the economic challenges they face.

We are Bermuda's leader in offering professional skills-development pathways. By year-end 2009, 38% of our organisation was engaged in some form of accreditation. This is substantive progress, but it is only the beginning. Today, if a young Bermudian wants a global business experience; a job at HSBC Bermuda is a great place to start.

I proudly reaffirm our commitment to the Bermuda community. Later in this Summary you will learn that not only did we provide significant funding for initiatives supporting education, the environment and the community, but also more than 412 of us volunteered 1562 hours during Bank-sponsored Community Action Days.

My thanks to our stakeholders, our customers and business partners for your loyalty and support, to our Board of Directors for your guidance and advice and to our managers and employees for your hard work and dedication. 2010 will undoubtedly bring its unique challenges. I am confident that with the advantage of the global strength of HSBC, we are positioned to continue our momentum and enjoy another successful year.

Financial highlights.

Total Operating Income

US\$633mn
-9%

Total Assets

US\$10,757mn
+5%

Total Customer Loans

US\$3,056mn
+22%

Total Capital Ratio

21.0%
-4%

Credit Rating

AA-
Standard & Poor's
(Maintained)

Net Operating Income

US\$518mn
-23%

Residential Mortgages

US\$1,579mn
+11%

Customer Accounts

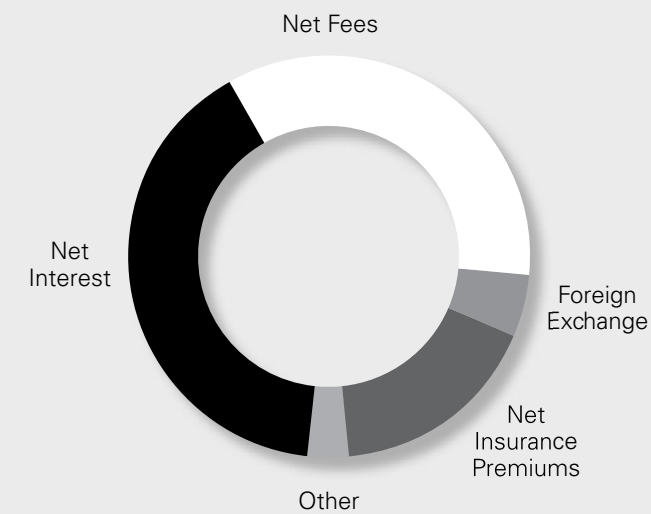
US\$8,221mn
+4%

Tier 1 Capital

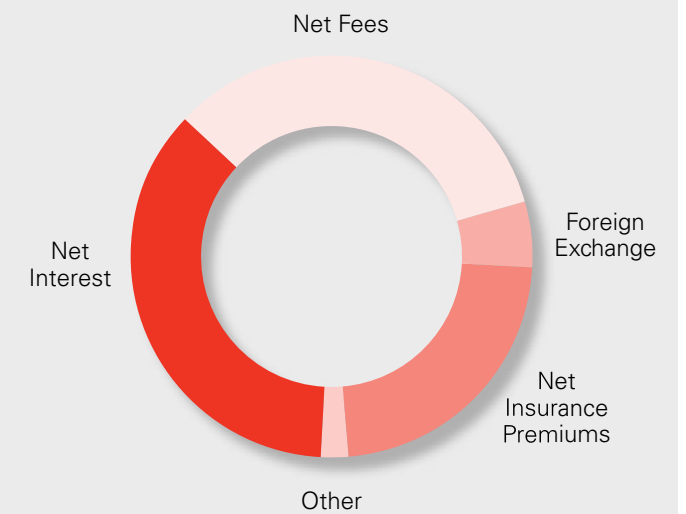
US\$1,474mn
+1.3%

The year at a glance.

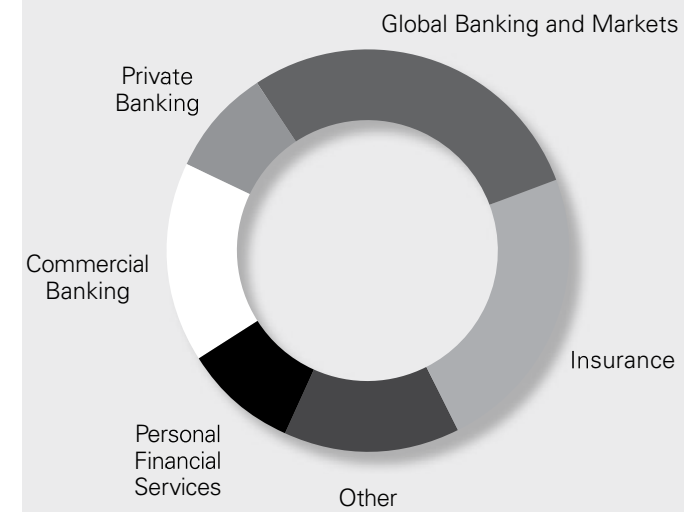
Diversified Sources of Operating Income 2008



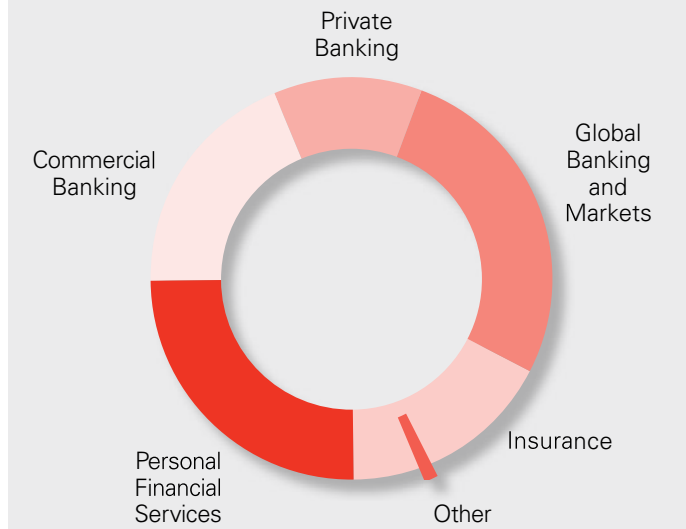
Diversified Sources of Operating Income 2009



2008 Profit After Tax - Balanced Customer Groups and Businesses



2009 Profit After Tax - Balanced Customer Groups and Businesses



Personal Financial Services.



Stacey-Lee Williams, Premier client

Stacey-Lee Williams, Director of Admissions at Somersfield Academy and a single mother of two, has always recognised the value of a good education. She made many sacrifices to put her children through private school. Last year, as they approached college age, she sold her home to fund their higher education. "Managing a sizable amount of funds was all new to me," says Stacey. Danielle Paynter helped Stacey establish a Premier relationship with the Bank, while Trevor Spinney worked with her on investments, setting up a life savings plan and an emergency fund. "I feel safe in their hands," says Stacey, who is now pursuing her own Bachelor of Science degree. "I couldn't have done it without the Bank's help."

Personal Financial Services is the Bank's largest customer segment. It offers customers comprehensive financial solutions to address their individual needs. Personal Financial Services leverages advanced technology and the HSBC Group's global platform to enable customers to bank through the branch network, call centre, ATM network and online.

In 2009, Personal Financial Services focused on enhancing staff training and financial knowledge to better meet the needs of our clients during uncertain economic times. Nearly all of our Relationship Managers have either completed or are completing external financial planning accreditation. This initiative has been well received. During 2009, our Premier wealth management client base grew by 30% and our Lifeplan investment customer base grew by 50%. In addition, we now have approximately 5000 local customers with insurance protection through our new bancassurance product.

We are especially proud to have been named the "Best Consumer Internet Bank" in Bermuda by Global Finance magazine. Over 50% of our clients are now active online banking users. Customers can now use Personal Internet Banking to apply for many of our services online and receive responses within 24 hours. Also, customers now receive same-day credit on all deposits made through our extensive ATM network and we've introduced Bermuda's only US dollar ATMs at our Front Street and Church Street branches as well as in the airport US departure area. Our call centre continues to meet our clients' needs with 98% of all calls answered within 20 seconds.

In 2010, you will see the grand opening of the Bank's new flagship branch, the Harbourview Centre, elevate the branch-banking experience. The Bank will also launch Paypass, an innovative new-to-Bermuda card-payment technology that makes day-to-day transactions easier and quicker. Personal Financial Services plans to introduce two new wealth-management products: HSBC Advance; a new bundled offering that will address customers' full banking needs and World Selection; a global investment solution tailored to the needs of long-term investors.

Commercial Banking.

As an investment manager specialising in the reinsurance industry, Nephila Capital needs to maintain a large number of dedicated bank accounts and trusts, often in multiple currencies. "Our local HSBC Relationship Manager, Maria Burley, took the time to understand our business," says Laura Taylor, Nephila's Chief Operations Officer. "Executing many different international transactions within a single system makes our business much easier to manage."

Through HSBC Bermuda's sponsorship, Nephila became the first non-banking entity in Bermuda to have a direct relationship with Swiss electronic transfer expeditor SWIFT, a move that has cut costs and streamlined operations. "The support and technical assistance provided by HSBC locally and overseas was critically important in ensuring that our SWIFT implementation was a success," says Nephila's Chief Technical Officer Simon Storey.



Nephila

Laura Taylor, COO, Simon Storey, CTO, Nephila Capital

Commercial Banking (CMB) uses a single, integrated global platform to provide a focused range of banking services to multinational corporations, captives and the insurance market, offshore management companies and Bermuda-based enterprises. Individual, specialised relationship management teams are aligned with each specific industry segment. CMB is well positioned technologically, geographically and jurisdictionally to offer superior payment and cash management solutions for both local and international customers.

In 2009, the Corporate Banking team focused on broadening its relationship with cross-border clients who are primarily Global HSBC customers. Our global knowledge and reach and cash management expertise make us the provider of choice for these sophisticated clients.

Commercial Banking.



Nicholas Dove, President, Quest Group of Companies

Bermuda is the world's most important centre for international captive management services and our Corporate Banking Captive Management team is uniquely positioned to provide complete financial solutions specific to this core sector of the Bermuda insurance market. The Bank's long and close relationship with the captive insurance and multi-national markets has given us a high level of industry insight and expertise. In 2009, we were a platinum sponsor for the annual Bermuda Capital Insurance Conference, with well regarded HSBC economist Ian Morris as the keynote speaker. In 2010, responding to our customers' feedback that the captive industry needs more insurance-dedicated products and services, we will launch a short-duration fund.

◀ **With more than 80 clients, R&Q Quest Management Services is the leading independent manager of captives and rent-a-captives in Bermuda. The company's relationship with the Bank dates back to Quest's founding in 1979. The Bank's affiliation with the HSBC Group has expanded the relationship globally. "We rely on the Bank's worldwide connections to deliver seamless international service," says Quest president, Nicholas Dove. Quest also makes frequent use of HSBCnet, the Bank's online, real-time service. Locally, "the Bank's high level of personalised service and responsiveness are important to us," Dove continues: "We can call anytime, about any corporate matter and our Relationship Manager, Sarah Jordan, gets right back to us, even if she's away on holiday."**

Commercial Banking.

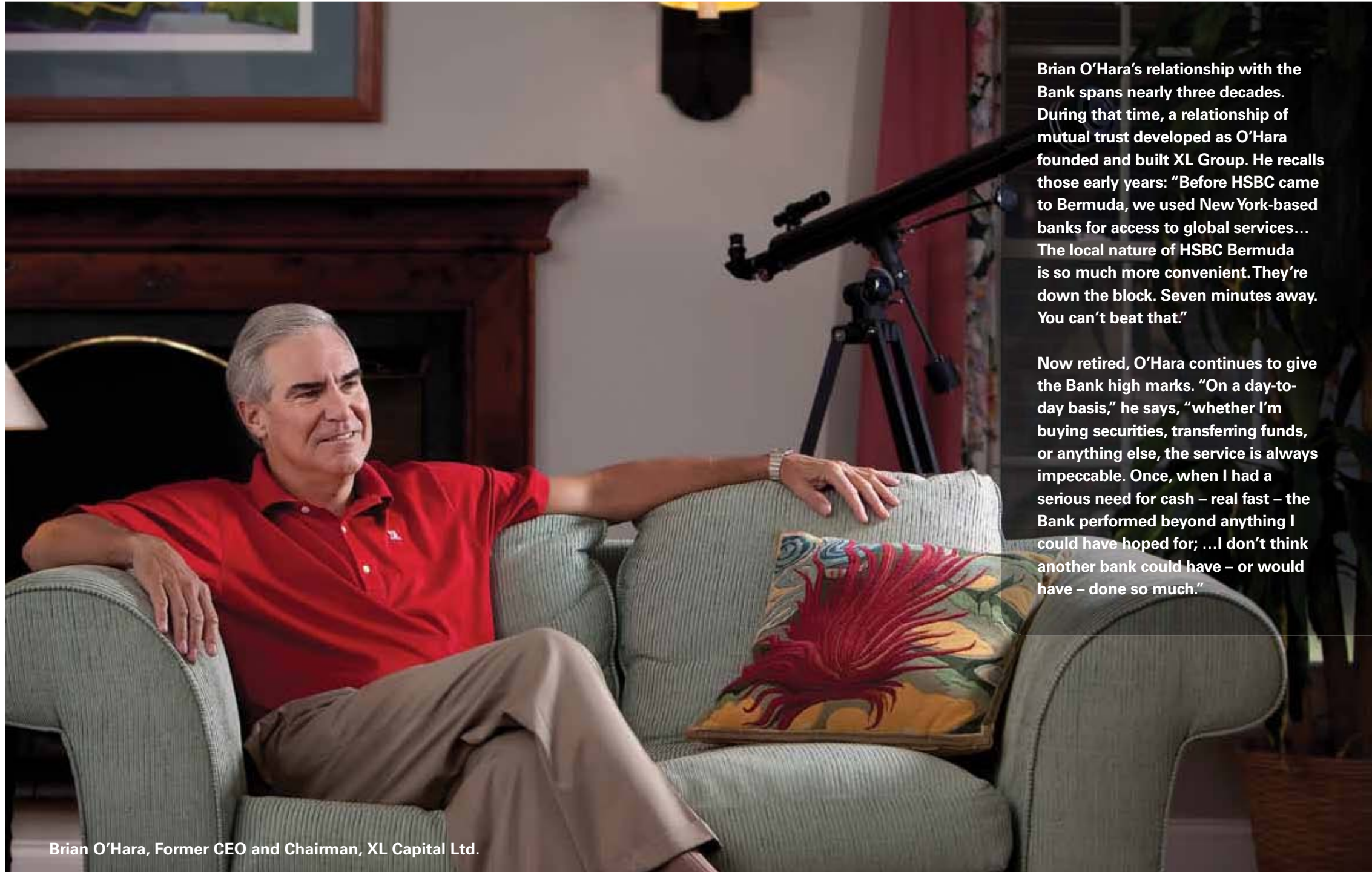


Kitty Pearman, Owner, Overnight Construction

The Business Banking team provides comprehensive financial services to unincorporated businesses, publicly traded companies, clubs and associations, sole proprietorships and small and medium-sized businesses. During 2009, Business Banking focused on a rigorous training and accreditation programme for Relationship Managers to ensure that they are equipped and have the knowledge to effectively meet the needs of their local business customers. In addition, we introduced three new bancassurance products and simplified and accelerated the small business loan application process through our online channel.

◀ **Kitty Pearman, owner of Overnight Construction Ltd, is Bermuda's own Horatio Alger story. He started helping his father farm when he was very young. With his mother as co-signer, he purchased his first piece of land at the age of 17 and single-handedly began to build a home in his "spare time," while learning the building trades as an unpaid apprentice at BCM McAlpine. By the mid-1990's Pearman had his own company, which has grown steadily every year. "In the early days, I would bring Alicia Bell Cotti my idea of a loan application written on a yellow tablet," recalls Pearman. "Now my whole company operates from HSBC," he continues, mentioning in particular how his HSBC business credit card facilitates his overseas supply purchases.**

Private Banking.



Brian O'Hara, Former CEO and Chairman, XL Capital Ltd.

Brian O'Hara's relationship with the Bank spans nearly three decades. During that time, a relationship of mutual trust developed as O'Hara founded and built XL Group. He recalls those early years: "Before HSBC came to Bermuda, we used New York-based banks for access to global services... The local nature of HSBC Bermuda is so much more convenient. They're down the block. Seven minutes away. You can't beat that."

Now retired, O'Hara continues to give the Bank high marks. "On a day-to-day basis," he says, "whether I'm buying securities, transferring funds, or anything else, the service is always impeccable. Once, when I had a serious need for cash – real fast – the Bank performed beyond anything I could have hoped for; ...I don't think another bank could have – or would have – done so much."

HSBC Bermuda's Private Banking division provides a full range of discrete, secure services to individuals and families who seek to preserve and increase their wealth. Private Banking's wealth management and wealth preservation services include credit, treasury, trust and fiduciary, company incorporation and management, philanthropy, investment management and private family office support.

HSBC Bermuda leverages the benefits of our full service private banking and trustee capabilities with the global reach and expertise of HSBC worldwide to deliver comprehensive solutions for clients whose unique requirements span multiple geographies.

The Private Bank Investment Group had a successful year in 2009, as portfolio performance across all mandates exceeded their respective benchmarks. As a result, portfolios reached asset values not seen since before the global financial meltdown.

Going forward, the Private Banking team will continue to maintain close contact with clients to protect their wealth and take advantage of investment opportunities wherever they arise. It is HSBC Private Bank Bermuda's vision to be the full service private bank of choice in the local Bermuda market and the flagship offshore fiduciary operation within the HSBC private banking system for complex trustee services.

Global Banking and Markets.



Peter Marber, Head of Global Emerging Markets Debt at Halbis

2009 presented unprecedented challenges throughout the financial sector across all geographies. As part of the HSBC Group, the Bank's Global Banking and Markets division was able to offer customers the reliability of one of the world's strongest banks. HSBC's financial strength and global infrastructure were more important than ever to customers seeking stability and quality in their bank. As a result, Global Banking more than doubled its customer deposit base in 2009.

Peter Marber, Head of Global Emerging Markets Debt at Halbis (HSBC Global Asset Management's fundamental active investment specialist) shared his ideas with 220 HSBC Bermuda customers on 29 April 2009, during a talk entitled "Global Financial Crisis; Slouching Towards a New World Financial Order, or Disorder?" Marber explained the connections between globalisation and the financial crisis from a macroeconomic perspective, pointing out the imbalance in growth rates, GDP change and workforce potential between the G7 economies and the emerging market nations. "Creating wealth and integrating markets and communities will be the way forward," said Marber: "You do not drive a car looking through the rearview mirror; you need to look forward through the windshield."

HSBC Bermuda focused on delivering value-added solutions to clients facing foreign exchange volatility and to those seeking yield beyond the cash spectrum, with particular interest in emerging markets debt and euro fixed income. We continued to follow and support our clients' transaction banking needs outside Bermuda – in Brazil, Chile, Canada, US, France, UK, Dublin, China and Singapore, to name a few.

In conjunction with our colleagues in Global Markets and Global Asset Management, we delivered world-class economic research and brought economists and other specialists in the emerging markets to Bermuda for the benefit of our clients. We provided the locally based reinsurance market and multinational companies with integrated global relationship management services. In collaboration with HSBC colleagues around the world, we offered a unique and competitive platform that delivered global capabilities in payments and cash management, capital markets, securities services, strategic advisory services and investment solutions.



Insurance.



John Wight, CEO, BF&M

BF&M and HSBC have had a long, trusting and successful business relationship. HSBC has provided insurance broking services to BF&M for many years, placing both professional lines insurance and treaty reinsurance. When BF&M decided to exit captive management, HSBC Insurance Management acquired both the business and key personnel.

BF&M is the preferred insurance partner for HSBC's new bancassurance proposition in Bermuda and Cayman. The results after the first full year have exceeded expectations.

"Ours is very much a two-way relationship of trust," says BF&M CEO John Wight. "We have worked jointly on a number of things and we've never been let down. That's why we look first to HSBC Bermuda."



Insurance is an important and expanding market for HSBC Bermuda. In 2009, Insurance took four major steps to implement its strategic vision to be the leading offshore provider and administrator of insurance, risk and wealth solutions:

We continued to develop and consolidate the insurance captive management business with specific focus on the joint Bermuda/Malta life, pensions and investments (LPI) administration platform and our leading position on Insurance Linked Securitisation (ILS) market through our offices in Bermuda, Cayman and our affiliate in the US.

We restructured the HSBC Group captive, HSBC Insurance (Bermuda) Limited, to create a stand-alone reinsurance entity supported by a fully resourced management team. The Group Captive was awarded a Standard & Poor's rating of AA-.

To meet the needs of our small and medium-sized business clients, we launched three new bancassurance products: business loan protection, small trades all-risks insurance and retail business insurance.

We launched a series of customised insurance products tailored for the needs of our Bermuda-based Private Banking clients.

Cayman.



Gonzalo Jalles, CEO, HSBC Cayman

In 2009, HSBC Bank (Cayman) Limited built on its 2008 expansion into Corporate and HSBC Premier Banking services with significant growth in the number of customers served and a year-on-year increase in total assets. HSBC Cayman crowned its first year of expanded operations in the Cayman Islands with an historic achievement – both for the islands and for HSBC – when the government selected HSBC Cayman to act as Sole Book Runner for the government’s first-ever public bond issue, announced in November.

“Considering that HSBC Cayman had been open only a little over a year, we were enormously proud that we were chosen over other banks, some of which have been operating in the Caymans for more than a hundred years,” noted Mark McIntyre, Head of Corporate Banking at HSBC Cayman.

The bond issue benefited from a close collaboration between HSBC Cayman’s Corporate Banking team, HSBC Global Capital Financing’s Latin American and Caribbean Syndicate team in New York, London and Hong Kong and the Government Sector team in New York and London.

Enthusiastically received in international bond markets, the issue was four times over-subscribed, allowing the issuer to revise price guidance downward to launch a yield of 5.95%. “The over-subscribed response to the bond issue was a clear testimony to the level of investor confidence that the international community has in the Cayman Islands,” remarked Gonzalo Jalles, Chief Executive Officer of HSBC Cayman. The highly successful bond issue was the first Caribbean bond issue led by the Bank and the lowest yield ever achieved by any Caribbean issuer in US dollar public bond markets.

Looking to the future, HSBC Cayman plans to continue growing market share by expanding its services, launching HSBC Advance and bancassurance in 2010.

Our People.

The fact that Relationship Manager Danielle Paynter is driven to succeed shows in everything she does, from working out in the gym to fast-tracking her career via HSBC Bermuda's Accreditation Programme. By taking full advantage of the programme, Danielle has leveraged her people-oriented personality into positions of progressive responsibility in Premier Banking.. "Anything that's going to help me do my job better, I'm on it," Danielle explains, "and the Bank pays for it. I love that! I was attracted to Premier because it represented a new challenge, a role that allowed upward and lateral mobility. Everyone in the department is ambitious...but we support each other, push each other. There's such good energy in our group."

Danielle Paynter, Relationship Manager,
Premier Banking, Personal Financial Services

HSBC Bermuda makes no apologies for setting uncompromising standards of excellence for its employees. The level of knowledge and efficiency necessary to thrive in a twenty first century workplace is unprecedented. The Bank is justifiably proud of the steps it has taken to prepare employees for these challenges and of its employees' success in meeting them. The Bank has accreditation paths for all core lines of business and global functions. The delivery of learning through electronic channels allows employees to access training materials whenever it is most convenient. By year-end 2009, 38% of our organisation was engaged in some form of accreditation and customer satisfaction rose steadily.

Another core talent-development strategy is the use of international secondments and short-term assignments. Three Bermudians returned home in 2009 from two-year international secondments with HSBC in the UK and Cayman. They now utilise their expanded range of skills in roles of greater seniority and complexity. Four employees will go abroad on international secondments in 2010, while ten more will begin short-term assignments to other HSBC jurisdictions.

The focus on accreditation and international experience are part of the Bank's commitment to diversify the profile of senior level positions. Three Bermudians were appointed to the Management Committee in September 2009, while the number of women on the Committee increased by 40% to five.

The Bank is proud that it was chosen as the Top Employer in The Bottom Line Magazine's first-ever list of 'Top Ten Employers That Stand Out in Bermuda.' In selecting awardees, the magazine looked at everything from job satisfaction and working conditions to community service achievements and the employer's prospects for the future.

Equally rewarding: the Bank's score in the annual HSBC Employee Engagement Survey rose a further 6% in 2009. Based on feedback from the survey, the Bank has embarked on a responsive plan of action as it continues its quest to be the employer of choice in Bermuda.

Our Community.



Cooper's Island

HSBC Bermuda would not exist without a healthy, vibrant community to serve. So we invest a significant amount and roll up our sleeves to support and develop excellence in the education of our children, the health of our environment and the vitality of our community. By focusing on these three important foundations, HSBC Bermuda wants to help make individual success a reality for all Bermudians.

Our Staff Community Action Day Programme is one of the most tangible examples of our employee volunteerism. Each staff member is given time off from work every year to participate in projects that focus on education, the environment and the community.

Education

The Bank is deeply invested in improving the quality of public education in Bermuda. We do this in three ways: through financial support; by partnering with other organisations and by encouraging employee voluntary service in our schools.

In 2009, employee volunteers were observers for the Bermuda Criteria-Referenced Testing for students in public primary, middle and senior schools. The test uses performance-level descriptors to assess students' academic strengths and weaknesses. These volunteers were also observers for the Terranova norm-referenced test that compares Bermuda students' scores with scores of US students.

HSBC Bermuda has contributed to the work of the Family Centre for the past three years. In 2009, the Bank supported a joint programme involving the Family Centre and T. N. Tatem Middle School that included therapeutic support for individuals and families.

Staff Community Action Day Volunteer: "I have always been proud to see HSBC involved in the community and pleased to participate in the Community Action Days. Absolutely, I'll be volunteering [again in 2010]." – Lynn Tucker, Senior Business Analyst, HSBC Bermuda.

Environment

In celebration of the 400th Anniversary of Bermuda's discovery, the Bank partnered with the Bermuda government to restore land on Cooper's Island that was formerly occupied by the United States National Aeronautics and Space Administration (NASA) to its natural state. During 2009, HSBC Bermuda provided funding to remove

existing structures and – once demolition and refuse removal were complete – mobilised 250 Bank-employee volunteers to remove invasive species of vegetation to prepare for replanting with trees and other flora native to Bermuda.

The restored land will become part of the existing Cooper's Island Nature Reserve, which is considered a crucial buffer area to safeguard the breeding territory of endangered species such as green turtles, Bermuda petrels (cahows) and the Bermuda skink. "We couldn't have accomplished so much, so quickly, without HSBC," said Drew Pettit, Park Planner for the Ministry of the Environment and Sports. "Without them, Cooper's Island would still be gated off." Instead, the land is on its way to becoming a natural area for the enjoyment of all.

Staff Community Action Day Volunteer: "It was heartwarming to see folks from all parts of the Bank jump in and work together. I had the feeling that we volunteers were doing something that could be long-lasting and worthwhile. I'm hoping to go back one day soon, see the full transformation and be able to say that I helped to turn this area into a beautiful and enjoyable destination for future generations to experience." – Vance E Stevens, Senior Technical Services Manager, HSBC Bermuda.

In an initiative that benefits both the environment and education, HSBC Bermuda purchased 800 copies of *Daddy & I Explore... Nonsuch Island! "The Living Museum"* by Bermudian author David Chapman and gifted them to Bermuda's primary 4 school students in May of 2009. This is the second book in the *Daddy & I Explore...* series that the Bank has presented to Bermuda's school students. "Nonsuch Island's unique natural habitats play such an important role in Bermuda's environmental history," says Chapman. "The book also serves as a tribute to Dr. David Wingate for all the work he has done to preserve Bermuda's extremely rare and critically endangered flora and fauna..."

Our Community.



Cup Match

Community

No other event brings together as many people from all parts of Bermuda and all walks of life as Cup Match, a uniquely Bermudian explosion of cultural pride and community celebration. "Cup Match is almost like a Bermuda homecoming," says Richard Scott, President of the Somerset Cricket Club. "There's a real family atmosphere. Overseas Bermudians come back for it and reconnect."

In 2009, HSBC Bermuda outfitted the St. George's Cricket Club with electronic scoreboards just in time for Cup Match. Through a partnership with Fresh TV, the Bank provided live television, as well as radio and internet coverage, for those who could not attend in person. "They say this tradition started more than a hundred years ago, when some people started a cricket match at a picnic celebrating emancipation," says St. George's Cricket Club President, Neil Paynter. "Today Cup Match is the end-all and the be-all; a game where you bring a picnic."

Staff Community Action Day Volunteer: "I enjoy volunteering my time not only as a member of HSBC, but also as an active individual in the Bermuda community. I do it because I am able to do it and also on behalf of those who wish to and cannot. It gives me a sense of satisfaction and selflessness." – Debra Saltus, Executive Assistant, HSBC Bermuda.

Board of Directors.



John Campbell, *Chairman*



Philip Butterfield



Zarir Cama



John Charman



Ann Cartwright DeCouto



Geoffrey Elliott



David Hamshere



Anthony Joaquin



Blake Marshall



Brendan McDonagh



David Shaw



Henry Smith



Dennis Tucker

Management Committee.



Philip Butterfield
Chief Executive Officer



Richard Moseley
Deputy Chief Executive Officer



Mark Baker
Head of Global Markets



Wayne Chapman
Head of Private Banking



Nigel Crow
Head of Strategic Projects



Judy Doidge
Corporate Secretary



Keith Jones
Head of Insurance



Guillermo Konecny – *Head of Global Banking and Markets*



Wendy McLeod – *Chief Technology and Services Officer*



Yolanda Outerbridge
Head of Human Resources



Ashley Parker
Head of Banking



Mark Prothero
Chief Risk Officer



Sonja Salmon
General Counsel



Michael Schrum
Chief Financial Officer



Linda Sutherland – *Head of HSBC Securities Services*

Leadership in Corporate Social Responsibility.

because
we care
because
it was needed
because
we are committed

HSBC Bermuda donated over \$2.6 million to the local community in 2009

HSBC Bermuda is a committed supporter of our community. Through sponsorships, charitable donations and staff volunteer hours, we lead the way in helping to make our community a better place to live today and securing a successful future for tomorrow.

HSBC Bermuda firmly believes that businesses have a responsibility to the communities in which they operate and we donate a portion of our annual net income to community sponsorships and educational and environmental projects in Bermuda. This year, in addition to the Bank's annual sponsorship of educational, environmental and community projects we celebrated Bermuda's 400th anniversary with substantial donations to local projects that showcase and protect natural treasures for future generations.



Education | Environment | Community

www.bankofbermuda.com

In 2009, HSBC Bermuda donated over \$2.6 million to the local community in support of the following:

EDUCATION

Bermuda Employers Council
Work Ready Programme

BTEC Networking event
Future Leaders Networking Event

Community Action Day: Education programme
Bank staff were given a half day off from work to assist with the Bermuda Criteria Reference Testing for all public schools

National Dance Foundation
International Summer Dance Institute

Sandys 360
Summer Academy and Camp

Sandys Middle School
Purchase of musical instruments

The Family Centre
Middle School Project, in partnership with T.N. Tatem Middle School

West End Primary School
Spanish Programme

ENVIRONMENT

Bermuda Environmental Alliance
Educational television series focused on local environmental issues

Bermuda Institute for Ocean Sciences
The Atlantic Explorer Research Vessel

Community Action Day: Environment programme
Bank staff were given a half day off from work to assist with the Cooper's Island Restoration Project

Daddy and I Explore Book Series
Environmental children's book series

COMMUNITY

Bank of Bermuda Pro Soccer Clinic and School of Excellence Programme

Bermuda Festival
English Chamber Orchestra and Empire Brass Performances 2009

Bermuda First
Strategic Planning

Bermuda Hospitals Charitable Trust
Tucker's Point Grand Opening event in support of the King Edward VII Memorial Hospital Redevelopment Project

Bermuda Music Festival
Annual music festival

Centre On Philanthropy
The Volunteer Centre

Community Action Day: Community programme
Bank staff were given a half day off from work to assist the Bermuda Aquarium Museum and Zoo in preparing for their re-accreditation with the Association of Zoos and Aquariums

Cup Match
Annual Cricket Classic

Ross Blackie Talbot Charity Classic
Annual charity golf event

The Physical Abuse Centre
The PGA Grand Slam of Golf

400TH ANNIVERSARY PROJECTS

Bermuda Aquarium Museum and Zoo
Construction of a new Animal Care Centre and the Madagascar Exhibit

Children's Hall of History Guide
Production of an interpretive booklet about the historical mural located at the Bermuda Maritime Museum, Commissioner's House, distributed free to primary schools and all children visiting the museum

Cooper's Island Restoration Project
Restoring a segment of land on Cooper's Island back to its natural green state to be opened to the local community for their appreciation and enjoyment

Four Centuries of Friendship
The Bank and Bank of Bermuda Foundation partnered as lead sponsors for the publication of this book, documenting the 400 years of diplomatic history between Bermuda and the United States

Talbot Brothers Book, CDs and DVD
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