

14 July 2010

HSBC BERMUDA WINS EUROMONEY AWARD FOR EXCELLENCE

HSBC Bermuda has been ranked Best Bank in Bermuda for 2010 for their outstanding achievement in the financial services industry. Euromoney congratulates HSBC Bermuda on the excellent results achieved in this year's Euromoney Awards for Excellence 2010. Richard Moseley, Deputy CEO, HSBC Bermuda states: "Winning Best Bank in Bermuda further recognises the strength of our local knowledge and global capabilities. Best Bank in Bermuda builds on The Bank of the Year Awards which HSBC Bermuda has won for three consecutive years."

Euromoney said: "Since 1992, Euromoney, the world's leading publication for the global banking and capital markets, has singled out the outstanding institutions in the most dynamic, competitive and profitable industry of all time – finance."

The HSBC Group won a total of 20 awards, including **Best Emerging Markets Debt House** and **Best Wealth Management House** for the first time.

Euromoney said: "HSBC is one of the few institutions that can call itself a truly global emerging markets bank, and with capital flows between developing countries on the up it is well placed to intermediate in one of the most exciting growth areas in the financial markets." *Euromoney* added: "The bank can cater to its clients globally and holistically and in a much more efficient way than most of its rivals."

ends/all

Media enquiries to Susan Jackson on 299-6339 or at susan.e.jackson@hsbc.bm

Notes to editors:

1: HSBC Bermuda is a brand name of HSBC Bank Bermuda Limited. Founded in 1889, HSBC Bermuda is the leading provider of fund administration, trust, custody, asset management and banking services in Bermuda. Since 2004 it has been a wholly owned indirect subsidiary of HSBC Holdings plc.

2: Further information on HSBC Bermuda can be found at www.hsbc.bm

3: HSBC Holdings plc 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 some US\$2,364 billion at 30 June 2009, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'

This information is issued by

HSBC Bank Bermuda Limited

*HSBC Bank Bermuda Limited
6 Front Street, Hamilton HM 11
PO Box HM 1020
Hamilton HM DX, Bermuda
www.hsbc.bm*