



6 February 2010

HSBC RATED AS THE MOST VALUABLE FINANCIAL BRAND IN THE WORLD

HSBC, once again, leads the list of most valuable banking brands, according to BrandFinance® Banking 500. The report ranks world's local bank as the most valuable banking brand in 2010. This is the third time in a row that the world's local bank has been adjudged as the most valuable banking brand. Besides topping list in the banking industry, HSBC has also increased its brand value by 12% to USD28.5 billion.

Sanjay Prakash, CEO of HSBC in Bangladesh, attributed this to the Bank's sensitivity to the different cultures, communities and customers, as well as HSBC Group's uncompromising focus on prudent financial management.

The BrandFinance® Banking 500, now in its fourth year, directly compares the values of the world's leading banking brands. It is the only direct comparison of brand value within the banking industry. The result was published in an annual review which shows the banking sector is starting to recover.

David Haigh, Chief executive of Brand Finance, commented: "HSBC is extremely good at the basics. It's extremely down to earth, delivering very good products, very good service and it runs tremendous advertising campaigns."

The ranking system looked at the world's 500 most valuable banking groups and measures them by both their brand strength and value as of 31 December 2009.