

News Release

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HSBC GLOBAL ASSET MANAGEMENT UNVEILS NEW MARKETING CAMPAIGN “LET DREAMS FLY”

****Highlights HSBC’s role as stewards of clients’ hopes and dreams****

****Supports Asset Management’s growth ambitions in Asia****

HSBC Global Asset Management launched a new marketing campaign in Hong Kong reinforcing its role in providing investment products and solutions that help clients achieve their long-term ambitions.

'Let Dreams Fly' encourages customers to imagine the future and act now to make it possible.

The campaign features advertising in print, digital and out-of-home channels, including tram shelters, the Central MTR station and the HSBC Main Building’s video wall. Unique elements of the creative include gloss lamination effects on posters, a 2D pop up effect on the tram shelters and a bespoke video to be projected from the harbour-facing wall of HSBC's iconic building in Central.

Sri Chandrasekharan, Chief Executive, HSBC Global Asset Management, said, “Asset Management is committed to helping our clients manage, grow and create wealth to realise their hopes and ambitions. In the future, as in the past, it is their dreams we are caring for, not just their investments.”

Sri added: “HSBC Group’s unique advantage is that we are one of the few banking groups able to offer clients our own funds. This means we take great care and discipline to focus on delivering sustainable outcomes aligned to clients' needs rather than chasing short-term returns. With 'Let Dreams Fly', we hope to inspire people to imagine their future and invest, with HSBC as their partner, to make it possible.”

'Let Dreams Fly' is the first independently branded marketing campaign for HSBC Global Asset Management in more than five years. In June 2015, HSBC expressed its ambition to grow its asset management business in Asia.

Trudy Frection, Head of Asset Management Marketing, said, “Working with our agency partners, Saatchi & Saatchi in London and Hong Kong, we identified the butterfly as the creative focal point of the campaign. The butterfly symbolises that dreams are beautiful yet fragile, and how a safe pair of hands is needed to nurture them and help them come true. The campaign asks customers to visualise their ambitions and to trust HSBC to help them realise their dreams.”

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HSBC Global Asset Management

HSBC Global Asset Management, the investment management business of the HSBC Group, invests on behalf of HSBC's worldwide customer base of retail and private clients, intermediaries, corporates and institutions through both segregated accounts and pooled funds. HSBC Global Asset Management connects HSBC's clients with investment opportunities around the world through an international network of offices in around 30 countries, delivering global capabilities with local market insight. As at 30 September 2015, HSBC Global Asset Management managed assets totalling US\$421bn on behalf of its clients. For more information see www.global.assetmanagement.hsbc.com

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves around 48 million customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from over 6,100 offices in 72 countries and territories in Asia, Europe, North and Latin America, and the Middle East and North Africa. With assets of US\$2,549bn at 30 September 2015, HSBC is one of the world's largest banking and financial services organisations.

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