

News Release

6 April 2016

HSBC ANNOUNCES LAUNCH OF THE HSBC EXPRESS IN THE PEARL RIVER DELTA

Highlights HSBC's commitment to the region and to supporting human ambition through connectivity

HSBC has today announced a train sponsorship in the Pearl River Delta, branding half of the trains running between Shenzhen and Guangzhou as the *HSBC Express*. With the *HSBC Express* making its inaugural journey today from Guangzhou East Railway Station to Shenzhen Lo Wu Station, the sponsorship signifies HSBC's long-term commitment to China's economy.

Stuart Gulliver, Group Chief Executive, HSBC said: "HSBC's heritage in China extends back over 150 years, to the point when we were founded to finance local and international trade. Today we are increasing our presence in the Pearl River Delta to support its future. Guangdong - and in particular the Pearl River Delta - is at the forefront of China's transition to a higher value model of economic growth. The region's growing middle-class, cross-border trade and capital flows present major opportunities for HSBC and for our clients, both here and globally."

Half of the 22 trains running between Guangzhou East Railway Station and Shenzhen Lo Wu Station are branded as the *HSBC Express*. It is estimated that close to 30 million passengers each year will board the *HSBC Express*. Other than external branding of the train carriages, HSBC will also bring passengers travelling on the *HSBC Express* in-train TV content to help them stay informed and connected during the 72-minute journey.

Connecting two of the largest and busiest metropolises in the Pearl River Delta, Guangzhou and Shenzhen, the *HSBC Express* reflects HSBC's commitment in supporting human ambition through connectivity.

HSBC was one of the first foreign banks to establish operations in Guangdong, and the Pearl River Delta is a key strategic priority for the Group.

Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited, said: "The economic potential of the Pearl River Delta is significant. As China continues its economic transformation, the Pearl River Delta is once again reinventing itself by moving up the economic ladder to focus on advanced manufacturing, high-tech and service industries. This train sponsorship demonstrates our confidence in the economic prospects of the Pearl River Delta, as well as the whole of China. HSBC has built a strong foundation in the Pearl River Delta to capitalise on the business opportunities arising from the region and to help our customers realise their ambitions."

This information is issued by

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To mark the occasion, a launch ceremony was held at Guangzhou East Station on 6 April. Officiating guests included Stuart Gulliver, Group Chief Executive, HSBC, Peter Wong, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited, Helen Wong, Chief Executive, Greater China, HSBC and David Liao, Chief Executive, China, HSBC.

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Notes to editors:

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves over 47 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 6,000 offices in 71 countries and territories in Asia, Europe, North and Latin America, and the Middle East and North Africa. With assets of US\$2,410bn at 31 December 2015, HSBC is one of the world's largest banking and financial services organisations.

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