

News Release

30 November 2016

HSBC UNVEILS PRIDE AND UNITY LIONS

Unveiling is the Culmination of the “Celebrate Pride, Celebrate Unity” Campaign

HSBC today unveiled replicas of Stephen and Stitt, the iconic HSBC lions, which have been turned into art pieces inspired by the colours of the Pride rainbow. The unveiling is the culmination of HSBC’s campaign: **Celebrate Pride, Celebrate Unity**. The campaign encourages support for Hong Kong’s Lesbian, Gay, Bisexual and Transgender (LGBT) community from within the LGBT community itself as well as from all those who support equality for everyone.

Diana Cesar, Group General Manager and Chief Executive, Hong Kong, and Kevin Martin, Group General Manager and Regional Head of Retail Banking and Wealth Management, Asia-Pacific, unveiled the lions.

Diana commented on the launch, “HSBC is proud to support diversity and inclusion. We have made material progress towards achieving a truly open and diverse working environment, and are deeply committed to supporting equality for everyone. Stephen and Stitt are powerful symbols of Hong Kong and I am sure that the bold new interpretations of these replicas will strike a chord with all who pass by.”

Kevin added, “Understanding and embracing everyone’s unique perspectives, beliefs and experiences is core to HSBC’s values. This campaign demonstrates our commitment to achieving a truly open and diverse working environment and I am confident it will continue driving the conversation beyond our own walls to our clients, peers and wider community.”

Throughout the history of HSBC, Stephen and Stitt have stood for courage and prosperity. This year, they also stand for pride and unity. They will be proudly sitting at the HSBC Main Building Plaza for one month.

HSBC collaborated with Michael Lam, a renowned local LGBT artist, who was inspired to create the artwork by the concepts of pride and unity. The pattern on the two lions is

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different – Stephen is painted in stripes inspired by the Pride flag; while Stitt is painted in circles, representing unity in diversity.

From 15 November, the HSBC Main Building lightshow is also featuring messages of pride and unity as well as the names of HSBC's LGBT community and its allies to form a visual spectacle.

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Notes to editors:

The Hongkong and Shanghai Banking Corporation Limited

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