

News Release

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INTRODUCING HSBC CONNECTIONS HUB TO BUSINESS CUSTOMERS IN HONG KONG

Customers Can Now Connect Confidently With New Buyers, Suppliers And Partners In Key Markets Around The Globe

HSBC today announced the launch of *HSBC Connections Hub* in Hong Kong, a digital platform designed to enable business customers to leverage HSBC's global network to connect with trusted buyers and sellers around the world. Business Banking customers in Hong Kong can now sign up to the *HSBC Connections Hub* for free, connecting with other businesses in key markets, including Canada, Mainland China, India, Mexico, Singapore, the UK and the USA.

Daniel Chan, Head of Business Banking, Commercial Banking, Hong Kong, HSBC, said "Researching and connecting with new business partners can be a daunting task, and one that gets harder with distance. The aim of *HSBC Connections Hub* is to help break down barriers for companies of all sizes that aspire to forge new business relationships at home and overseas. Every business interacting through the Hub is an HSBC customer, giving users confidence that they already have one practical connection in common. This also demonstrates how we add value to customers as part of our digital innovation journey. "

Users of the *HSBC Connections Hub* join an exclusive network that is focussed on building meaningful business partnerships. Customers create a business profile to represent their brand, including company information, products or services, location(s) and business interests. A matching engine then highlights potential buyers and sellers in other markets.

Alternatively, customers can search and view the profiles of specific businesses using variables such as location, industry and products or services. Users can send a private message to their target business partners via the *HSBC Connections Hub*.

This information is issued by

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Businesses can also add specific opportunities to the network, which other users can filter based on product or service type, value and location. Personalised updates appear in a 'What's New' section on each user's homepage.

To help businesses navigate the world of international trade and boost their understanding of new markets, the HSBC Connections Hub hosts a library of country guides as well as fresh news and insightful articles.

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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 more than 37 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 around 4,000 offices in 70 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,416bn at 31 March 2017, HSBC is one of the world's largest banking and financial services organisations.

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