

News Release

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FIVE HONG KONG COMPANIES SHARE THEIR ASPIRATIONS AND STORIES OF SUCCESS IN HSBC'S NEW TAKING BUSINESS FURTHER CAMPAIGN

HSBC today announced the launch of "The Journey of Taking Business Further" brand campaign featuring five remarkable businesses that have been important to Hong Kong's economic development from manufacturing centre to services hub.

The campaign features the journeys, from start-up to international success, of:

- Forward Winsome Industries Limited, the Hong Kong-based toy manufacturer;
- Lan Kwai Fong Holdings Limited, a dynamic, diversified group in leisure and lifestyle business;
- Lee Kum Kee Co. Ltd., the century-old ethnic Chinese sauce enterprise;
- Luen Thai Group, a multinational conglomerate; and
- 6waves, the leading global publisher of independent games on social networks and mobile devices.

Speaking at the ceremony, Albert Chan, Head of Commercial Banking, Hong Kong, HSBC, said, "This campaign is special to us because it highlights the amazing journeys of five remarkable Hong Kong businesses who collectively have been customers of HSBC for close to two hundred years. These companies have successfully navigated multiple economic ups and downs, and have gone from strength to strength over decades and generations. While they have grown from small local companies to now international businesses, their roots remain in Hong Kong.

"Hong Kong is very important to HSBC and our aim is to support more Hong Kong entrepreneurs develop from start ups to eventually become successful international corporates. We are thankful for the amount of trust, partnership and relationship our customers have had with HSBC."

Representatives of the featured companies also attended the campaign launch.

To find out more about the stories of these outstanding and long-standing clients, please visit: www.hsbc.com.hk/ambitions.

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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 around 51 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 73 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,634bn at 31 December 2014, HSBC is one of the world's largest banking and financial services organisations.

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