

News Release

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HSBC LAUNCHES NEW MOBILE APP *HSBC IN HONG KONG: A VIRTUAL STORY*

Charting the shared history of Hong Kong and HSBC using augmented reality

HSBC today launched a new mobile app *HSBC in Hong Kong: A Virtual Story*. The mobile app uses augmented reality to bring to life the rich history of Hong Kong and HSBC through the past and present of 1 Queen's Road Central, where HSBC opened for business more than 150 years ago.

Diana Cesar, Chief Executive, Hong Kong, HSBC said, "The history and success of HSBC and Hong Kong are intrinsically linked. Since we opened for business in 1865, we have been a proud participant in the evolution of Hong Kong as an international financial centre. Now, the community in Hong Kong and visitors to the city can discover more about this unique journey through their mobile devices in an interactive and convenient way, echoing our digital strategy of creating simpler, better and faster banking experiences for our customers as technology and mobility continue to shape our lifestyles."

The story of HSBC is captured at the Ground Plaza of the Bank's Hong Kong headquarters building through five interactive exhibits - the Grain of Rice statue, granite sculptures known as the Art Deco Lions, the engraved stone mosaic map charting the evolution of the Central District and the well-loved pair of bronze lions known as Stephen and Stitt. Each one is fitted with a unique scannable marker that unlocks a piece of the HSBC story on the users' device, allowing them to experience some of the most significant moments in the evolution of HSBC and the city through audio and visual content, including images from HSBC's own archives.

One of the highlights of the mobile app is the delivery of an augmented reality experience that brings to life the mosaic map of Hong Kong Central over four different time periods. Users can walk around the virtual HSBC Main Buildings in 3D and see them from different perspectives over the years.

The mobile app can be downloaded from the Apple App Store and Google Play worldwide. The content can also be enjoyed onsite and offsite.

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For more information, visit: <http://www.about.hsbc.com.hk/hsbc-in-hong-kong>

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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 46 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 4,400 offices in 71 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,608bn at 30 June 2016, HSBC is one of the world's largest banking and financial services organisations.

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