

# News Release

12 November 2015

## **HSBC IS UNITED BY DIVERSITY**

HSBC has unveiled a special video on the external wall of its Asia-Pacific headquarters in Hong Kong to shine a spotlight on how we are all “United by Diversity”.

The video is comprised of photos of HSBC staff, their colleagues, families and friends. The video will run in the evenings until the 10th December in the lead up to the third annual “Out Leadership: Asia 2015 LGBT Summit” on the 8th and 9th of December in Hong Kong.

Commenting on the launch of this unique video, HSBC's Hong Kong Chief Executive, Diana Cesar, said, “I believe that we are made stronger by accepting different points of view and celebrating diversity in all its forms. Our differences are an essential part of the fabric of HSBC and I’m proud to be a part of such an important and inclusive initiative in Hong Kong.”

HSBC is the co-executive sponsor of the Out Leadership summit, the 3rd year the Bank has been proudly involved with this event. Out Leadership is the first global Lesbian, Gay, Bisexual and Transgender (LGBT) leadership organisation for the financial industry, by the financial industry. Its leadership summits and ongoing initiatives bring senior LGBT and ally leaders together from major financial services firms, convening across three continents with programs, visibility and impact in the U.S, Asia and Europe. Out Leadership drives change and strategy around issues that are vital to LGBT equality and critical to capturing marketplace opportunity.

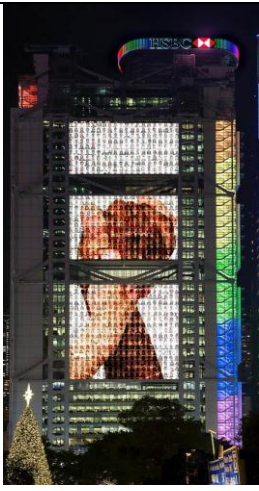



To find out more about Out Leadership, please visit: <http://outleadership.org>

This information is issued by

**The Hongkong and Shanghai Banking Corporation Limited**

Registered Office and Head Office:  
1 Queen's Road Central, Hong Kong  
Web: [www.hsbc.com.hk](http://www.hsbc.com.hk)  
*Incorporated in the Hong Kong SAR with limited liability.*



Photos and captions			
			
Collage of photos showing hands holding each other to signify people uniting through diversity	Collage of photos showing hands in the shape of a heart to celebrate love in all its forms	"United by Diversity"	HSBC's diversity and inclusion hashtag

*ends/more*

**Note 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 48 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 72 countries and territories in Asia, Europe, North and Latin America, and the Middle East and North Africa. With assets of US\$2,549bn at 30 September 2015, HSBC is one of the world's largest banking and financial services organisations.

*ends/all*