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HSBC IMPLEMENTS REGIONAL IFTAR MEALS PROGRAMME

HSBC Bank Middle East Limited has successfully implemented a regional Iftar meal distribution programme for the second consecutive year. With funding through the HSBC in the Community Middle East Foundation, more than 5500 Iftar meals were distributed across the UAE, Qatar, Bahrain, Lebanon, Jordan, Kuwait and Pakistan.

“Our regional Iftar meal programme has helped many needy families during this holy month. Beneficiaries of the programme have showed their appreciation and it has been a truly enriching experience for our staff. I am grateful to all our volunteers who have put in personal time to support this programme,” said Kaltham Al Koheji, Regional Head of Corporate Sustainability at HSBC Bank Middle East Limited. “During this special time of giving, it is heart warming to be able to make a difference in the life of others through our community initiatives.”

In Pakistan, 1700 meals were distributed over the duration of the Holy month of Ramadan. Thirty six staff volunteers participated in the activity.

With funding from the HSBC-in-the-community- Middle East Foundation, HSBC Bank Middle East conducts an active corporate sustainability programme throughout the year covering education, environment and the community. The formation of the Foundation underlines the Bank’s long association with the region and its continued commitment to the Middle East.

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Notes to editors:

HSBC Bank Middle East Limited

HSBC is the largest and most widely represented international bank in the Middle East. HSBC Bank Middle East Limited has 44 branches throughout the United Arab Emirates, Oman, Bahrain, Qatar, Kuwait, Jordan, Lebanon, Pakistan and the Palestinian Autonomous Area. In addition to the branch network, the bank maintains representative office in Tripoli, Libya. This extensive regional coverage is strengthened by another member of the HSBC Group, HSBC Bank Egypt SAE, and by its associated companies: The Saudi British Bank; British Arab Commercial Bank Limited; HSBC Saudi Arabia Limited; SABB Securities Limited; SABB Takaful Co.; and Dar Es Saalam Investment Bank.

HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 9,500 offices in 86 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,527 billion at 31 December 2008, HSBC is one of the world’s largest banking and financial services organisations. HSBC is marketed worldwide as ‘the world’s local bank’.

