



28th July 2010

HSBC WINS MAJOR EUROMONEY AWARDS FOR EXCELLENCE

Best Investment Bank in the Middle East
Best Cash Management House in the Middle East
Best Investment Bank in Saudi Arabia

HSBC received twenty major awards at the annual Euromoney Awards for Excellence dinner held in London earlier this month.

The Euromoney Awards for Excellence are acknowledged by the industry as the pinnacle of achievement for wholesale banks. These awards are given to those institutions and individuals that demonstrate leadership, innovation, and momentum in the markets in which they operate.

The judges took into account both the breadth and depth of HSBC's coverage in the region; not only HSBC's league table positions but also its involvement with many of the market defining transactions of the year across financial products and regions: whether M&A (the merger of Qatar Navigation and Qatar Shipping), Sukuk (lead managing each of Saudi Electric's benchmark Sukuks), Restructuring (HSBC lead the successful restructuring of Kuwait's Global Investment House) or leading the IPO of Vodafone Qatar: the largest IPO in the region during 2009.

Over the past year, companies around the region have leveraged the financial strength and regional and global infrastructure of HSBC. The Euromoney Award for Best Cash Management House recognizes the comprehensive portfolio of integrated payments, receivables and liquidity solutions offered by HSBC in the Middle East, that allow customers to have full visibility and control of their working capital in a difficult economic climate.

Simon Cooper, CEO of HSBC MENA commented: "HSBC has emerged a winner from the financial crisis. HSBC has remained open for business throughout the market downturn and has maintained its commitment to the region: one that stretches back over a century. HSBC has for example been the number one or two loan and bond house in the region for a decade.

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The MENA region is a fundamental part of HSBC's future strategy and we continue to grow and invest in this significant Emerging Market. We would like to thank our clients and dedicated staff without whom we could not have won these awards."

Significant developments for HSBC Global Payments and Cash Management during 2010 include the launch of HSBCnet Amanah in Qatar, the collaboration with the Central Bank of Egypt to introduce Real Time Gross Settlement, becoming the first foreign bank to be accredited on the Wages Protection Systems Time Gross Settlement, becoming the first foreign bank to be accredited on the Wages Protection Systems by the Ministry of Labor in the UAE, and SABB becoming the first bank in the Kingdom of Saudi Arabia to launch Notional Pooling.

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HSBC in the Middle East

HSBC is the largest and most widely represented international bank in the Middle East. HSBC Bank Middle East Limited has 46 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.

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