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HSBC OPENS NEW BRANCH IN KARACHI



Right to left: Mr. Youssef A. Nasr, Chairman HSBC Bank Middle East Limited, Mr. Muhammad Tahir Sadiq, CEO HSBC Pakistan, Mr. Abdulfattah Sharaf, CEO Personal Financial Services HSBC Bank Middle East Limited, Nadeem Ansar, Head of Personal Financial Services, Pakistan.

Mr. Youssef A. Nasr, Chairman HSBC Bank Middle East Limited, visited Pakistan last week to officially inaugurate a new state-of-the art HSBC Branch on Shara-e-Faisal, Karachi. The inauguration was attended by Mr. Abdulfattah Sharaf, CEO Personal Financial Services, HSBC Bank Middle East Limited and Mr. Muhammad Tahir Sadiq, CEO HSBC Pakistan.

With the opening of this branch, HSBC's branch network in Pakistan has grown to 12, allowing it to provide convenient access to its customers across the country, and offer an array of products and services to its valued Personal Financial Services customers, including HSBC Premier, Status and credit cards in addition to regular current and saving accounts.

During his visit to Pakistan Youssef met with Mr. Salim Raza, Governor, State Bank of Pakistan and discussed important local and regional market issues. Youssef reinforced HSBC's commitment to Pakistan, while Mr Raza expressed his support and co-operation with HSBC to create a healthier banking environment in the country.

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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'.

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