

HSBC France Green Bond

Presentation to Institutional Investors

November 2015



Important notice and forward-looking statements

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Non-GAAP Financial Information

This presentation contains non-GAAP financial information. The primary non-GAAP financial measure we use is ‘adjusted performance’ which is computed by adjusting reported results for the period-on-period effects of foreign currency translation differences and significant items which distort period-on-period comparisons. Significant items are those items which management and investors would ordinarily identify and consider separately when assessing performance in order to better understand the underlying trends in the business. Reconciliations between non-GAAP financial measurements and the most directly comparable measures under GAAP are provided in the 3Q15 Earnings Release and the Reconciliations of Non-GAAP Financial Measures document which are both available at www.hsbc.com

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HSBC's Green Bond Framework & Proposed New Issue

The need for climate finance is imminent

- **Climate change is in focus** - political support has never been stronger.
 - 128 intended nationally determined contributions (INDCs) covering 155 countries have been submitted to the UN in preparation for the climate talks in Paris in December
 - Commitments covering 86% of greenhouse gases (GHGs) were included in a synthesis report, assessing climate ambition (both mitigation & adaptation) in advance of the talks
- The IEA estimate that **USD 53trn cumulative investment is** required in energy supply and energy efficiency up to 2035 in order to keep the world on a 2°C warming path
- The World Economic Forum **estimate that future annual spending towards climate finance** will be in the range of USD 700bn **annually**¹
 - In 2014 USD **37bn green bonds** were issued in the market, but this is **still a long way short** of the additional investment needed annually of USD 1trn to finance a 2°C world²
 - HSBC Climate Centre of Excellence research states; **“In our view green bonds are an attractive solution – issuance has been strong and we expect it to continue to grow”**²



U.S.-China Joint Presidential Statement on Climate Change



Capital markets need to be mobilised to facilitate and contribute to such large scale investment

1. World Economic Forum, “Green Investment Report”, 2013

2. HSBC Climate Change Centre of Excellence Research. Keeping it cool, Financing a 2 degree world. September 2014

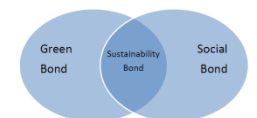
HSBC is committed to Sustainable Financing

“Governments are pushing ahead with decarbonising their economies, and businesses are responding by producing low carbon goods and services. HSBC is working with its clients to capture the benefits of the low carbon economy”

“HSBC stands ready to play its full part, and to work with all of our peers and partners to build the climate-friendly future to which we all aspire”

Stuart Gulliver, Group CEO, HSBC Holdings plc¹

- **HSBC’s Climate Change Centre of Excellence: #1 ranking 2014 Thomson Reuters Extel survey. Consistently ranked in top 3 for 5 years**
 - Part of its Global Research business, Climate Change Centre of Excellence, has issued more than 65 research notes and reports in the last 12 months informing clients on climate policy, climate impacts and how to finance the transition to a low carbon sustainable economy.
- **HSBC is a partner of the Climate Bonds initiative (CBI) and has an open dialogue to share knowledge and opinion on market developments.**
 - The State of the Market 2014 Report has just been released the 2015 (JUL15)
- **HSBC is a member of the Green Growth Platform Financial Advisory Council**
 - The council draws on leaders from the European Finance Sector to advise of mobilising capital behind the low carbon transition.
- **HSBC was one of the initial banks to support the Green Bond Principles (GBP), run by ICMA**
 - HSBC is the founding writer of the Social and Sustainability Bond Appendix to the GBP, together with Credit Agricole and Rabobank, (JUL15)



1. Stuart Gulliver, New York Climate Finance Week, ICC-IFC-WEF-UNGC Business Summit, 25th September 2015

Key Features of HSBC Green Bond

The HSBC Green Bond represents a further step in supporting our investors and clients to help them achieve their goals

- The first HSBC Green Bond will be a senior unsecured issuance by HSBC France, **denominated in EUR**
- Use of Proceeds will be applied in **Eligible Sectors**:

<ul style="list-style-type: none">▪ Renewable Energy▪ Energy efficiency▪ Sustainable waste management▪ Sustainable land use	<ul style="list-style-type: none">▪ Clean Buildings▪ Clean Transportation▪ Sustainable water management▪ Climate change adaptation	<p><i>(See page 7 & 8 for details)</i></p>
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- Use of Proceeds will be **applied to projects and businesses, including pure play entities**, defined as businesses that derive more than 90% of their revenue from one of the Eligible Sectors
- HSBC has defined **policies in sectors** which may have a high adverse impact on people or the environment that are referred to in the HSBC Green Bond Framework
- HSBC commits to engage an appropriate external assurance provider to **independently assure the Green Bond Progress Report**, produced annually, and opine on its conformity with the HSBC Green Bond Framework
- HSBC has obtained a second party review from **CICERO** on the HSBC Green Bond Framework and been certified as **'Dark Green'**
- HSBC is an **active member of the Green Bond Principles Executive Committee** and HSBC's Green Bond will **follow the Green Bond Principles**

Eligible Sectors (1/2)

HSBC eligible sectors

Description and select examples

Renewable Energy

- Generation of energy and manufacture of components from renewable sources, e.g. wind, solar, tidal, biomass

Energy Efficiency

- Development of products or technology which reduce energy consumption, e.g. improved chillers, improved lighting technology, and reduced power usage in manufacturing operations

Efficient Buildings

- New construction building developments or renovation of existing buildings which meet recognised environmental standards
- Buildings which have reduced life cycle consumption of energy levels of at least 20% less than statute/city baseline consumption levels

Sustainable Waste Management

- Waste minimisation, collection, management, recycling, re-use, processing, disposal (such as methane capture) products, technologies and solutions

Sustainable land use

- Forestry with FSC or PEFC certification and agriculture with RSPO, RTRS certification or equivalent, or palm oil with RSPO certification, in line with HSBC's Forestry and Agricultural Commodities policies

Eligible Sectors (2/2)

HSBC eligible sectors

Clean Transportation

Description and select examples

- Low energy or emission transportation assets, systems, infrastructure, components and services

Sustainable Water Management

- Water collection, treatment, recycling, re-use, technologies and related infrastructure

Climate Change Adaptation

- Flood defence systems and related infrastructure

Excluded sectors

Business and projects that are involved in the following operations will be ineligible as Use of Proceeds of an HSBC Green Bond issue

- Nuclear Power generation
- Weapons
- Alcohol
- Gambling / Adult entertainment

Indicative Portfolio Information

Asset pool

- Both existing and future assets of HSBC will be assessed for HSBCs Green Bond Use of Proceeds
- Assets located in France and EMEA will be prioritised for the upcoming HSBC France Green Bond issuance
- Use of Proceeds will be applied to projects and businesses, including pure play entities (defined as businesses that derive more than 90% of their revenue from one of the Eligible Sectors)
- Indicatively, HSBC's currently-identified existing assets are primarily in the Renewable Energy and Sustainable Waste Management sectors
- However, HSBCs Green Bond Framework allows for Use of Proceeds to be applied in a variety of sectors, which we anticipate will be utilised going forwards
- HSBC will report annually on the Use of Proceeds in a Green Bond Progress report
- This report will be independently assured by an appropriate external assurance provider

Other considerations

- Green Bonds are ranked pari passu with other senior obligations of HSBC France.
- Payment of interest and principal are not linked to the performance of the related assets

Governance, Reporting and Assurance

Governance

- HSBC has established a Green Bond Committee, made up of sustainability experts, senior directors and managers with responsibility for governing the HSBC Green Bond Framework
- Business teams will identify potential green lending for HSBC Green Bond Use of Proceeds
- In all cases, Group Sustainability will have a final veto on eligibility decisions

Reporting

- The issuing entity will provide a Green Progress Report, annually. The Green Bond Committee will review and approve each Green Progress Report, which will include:
 - Aggregate amounts of funds allocated to each of the Eligible Sectors together with a description of the types of business and projects financed
 - The remaining balance of unallocated Green Bond proceeds at the reporting period end
 - Confirmation that the Use of Proceeds of the Green Bond(s) issued conform to the HSBC Green Bond Framework

Assurance

- HSBC has obtained a second party opinion from CICERO on the HSBC Green Bond Framework and been certified as 'Dark Green'
- For each Green Bond issuance under the HSBC Green Bond Framework, HSBC will engage an appropriate external assurance provider to independently assure the Green Bond Progress Report, on an annual basis, and opine on its conformity with the HSBC Green Bond Framework
- Assurance will be made available on www.hsbc.com

Green Bond Reporting – HSBC Investor Relations website

There will be a dedicated area on HSBCs Investor Relations webpage to house the documents associated with HSBCs Green Bond Issuance

The screenshot displays the HSBC Investor Relations website. At the top, the HSBC logo is on the left, and a search bar and a 'Go to internet banking' button are on the right. Below the logo, navigation links for 'About HSBC', 'Citizenship', 'Investor relations', 'News and insight', and 'Careers' are visible. The main content area has a breadcrumb trail: 'Home > Investor relations > Fixed income securities > Green bond reports'. The title 'Green bond reports' is prominently displayed with 'Share' and 'Print' buttons. A featured image shows a forest path. Text below the image states: 'HSBC is one of a number of financial institutions that are playing an important role in shaping the fast-developing green bond market.' Below this, a paragraph explains HSBC's membership in the ICMA Executive Committee for the Green Bond Principles. A link for 'Climate Business' is provided. Further down, it mentions a second party review from CICERO. Two PDF links are listed: 'HSBC's Green Bond Framework (8-page PDF 174KB)' and 'CICERO opinion (13-page PDF 203KB)'. A '2015' footer is visible. On the right, a red sidebar titled 'in News and insight >' features two articles: 'Funding a greener future' with a wind farm image and 'Q&A: green bonds' with a forest image.

HSBC

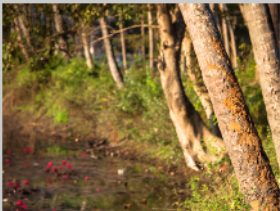
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Home > Investor relations > Fixed income securities > Green bond reports

Green bond reports

[Share](#) [Print](#)



HSBC is one of a number of financial institutions that are playing an important role in shaping the fast-developing green bond market.

HSBC is a member of the International Capital Market Association's (ICMA) Executive Committee for the Green Bond Principles, which are a set of voluntary standards for issuers of green bonds. The HSBC Green Bond represents a further step in supporting investors to meet their objectives while supporting clients to realise opportunities in the low-carbon economy.


Find out more about how we support [Climate Business](#).

HSBC's Green Bond Framework is consistent with the current Green Bond Principles, as held by ICMA, and reflects recent guidance by investor groups. HSBC has obtained a second party review from CICERO on the HSBC Green Bond Framework and been certified as 'Dark Green'.

- [HSBC's Green Bond Framework \(8-page PDF 174KB\)](#)
- [CICERO opinion \(13-page PDF 203KB\)](#)

2015


in News and insight >



Funding a greener future

Developing a market for green bonds could help China open up its financial system, reduce...

[Read more >](#)



Q&A: green bonds

Zoe Knight, Head, Climate Change Centre of Excellence, HSBC, explains green bonds. What is a green...

[Read more >](#)

Second Opinion – CICERO

"Overall, HSBC's Green Bond framework and environmental policies provide a progressive framework for climate friendly investments. The Green Bond framework lists eligible businesses and projects that are mainly supportive of the objective of promoting a transition to low-carbon and climate resilient growth and is supported by a strong governance structure."

"The governance structure of the HSBC Green Bond Framework creates a solid base to ensure that only green business and projects are financed by the proceeds of the green bonds."

"There are no substantial weaknesses in HSBC's Green Bond Framework."

The second opinion is available on www.hsbc.com

CICERO
November 2015-11-09

'Second Opinion' on HSBC's Green Bond framework

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HSBC's ESG Profile

Highlights



Number 1

for Climate Change Research, according to Thomson Reuters Extel

More than

300,000

hours spent by employees who volunteered during the working day



9%

of our energy to be sourced from renewables, under plans agreed in 2014



8%

reduction in overall energy consumption since 2013



USD114 million

donated to community investment programmes around the world



250,000

Around employees reached by training & awareness campaigns on Global Standards since 2011



180,000

Around employees participated in Global Standards engagement workshops since 2011

80%

of Group General Managers are new appointments since 2011



92%

of all paper used came from certified sustainable sources, by the end of 2014



Building our business for the long term

- Sustainability underpins HSBC’s strategic priorities and enables us to fulfil our purpose. Our ability to identify and address environmental, social and ethical developments which present risks or opportunities for the business contributes to our financial success.
- Sustainable decision-making shapes our reputation, drives employee engagement and affects the risk profile of the business – and can help reduce costs and secure new business.

Sustainable Finance

- Policies covering agricultural commodities, chemicals, defence, energy, freshwater infrastructure, forestry, mining and metals, World Heritage Sites and Ramsar Wetlands and we apply the Equator Principles when financing projects
- In 2015 HSBC refreshed its Climate Business Council to further enhance, track and promote its business activities related to financing the low carbon economy. Solar, wind, and water and waste continued to be the major sectors. A leader in the fast-developing green bond market

Sustainable Communities

- In 2014, donated USD113.9 million to charities and non-profit organisations running community projects around the world.
- Employees gave 303,922 hours of time to volunteer during working hours
- Details of flagship HSBC Education Programme and HSBC Water Programme can be found at www.hsbc.com/sustainability

Sustainable Operations

- Public goal to cut annual per employee carbon emissions from 3.5 tonnes to 2.5 tonnes by 2020
- 8% reduction in overall energy consumption and 15% reduction in CO₂ emissions per employee in 2014
- Signed power purchase agreements to source 9% of energy from brand new renewables projects and target 25% by 2020

Implementation of energy sector policy

- HSBC will only support customers which meet our policy standards of good environmental and social practice
- We will exit relationships, or not enter into new relationships, where our standards are not met
- We will review the policy from time to time in response to changes in technology, scientific opinion or governmental policies
- HSBC will proactively support the transition towards a low carbon economy. We recognise this will take time so we will continue to work with fossil fuel-based customers while supporting and encouraging them to move towards cleaner technologies. This engagement reinforces HSBC's commitment to sustainable development and the attainment of a balance between economic, environmental and social demands

Coal-Fired Power Plants (CFPPs)

- CFPPs are the most significant contributor to climate change in this sector. HSBC will increasingly support only new CFPPs which have lower carbon intensities. We will require more robust standards for developed countries.
- We will not provide financial services which directly support new CFPPs, including expansions, with individual units of 500MW or more and a carbon intensity exceeding:
 - 850g CO₂/kWh in developing countries;
 - 550g CO₂/kWh in developed countries. With existing technologies, this may require acceptable CCS (carbon capture and storage) plans⁴ or material benefits from combined heat and power or biomass.
- Policy restrictions require an analysis of carbon intensity when:
 - New CFPP exceeds 300MW. Particular emphasis is placed on whether the plant could be constructed with a lower carbon intensity and whether flue gas desulphurisation equipment is to be fitted.
 - Plants of 300MW or more extend their previously agreed lifetime.
 - Customers have a portfolio of CFPPs exceeding 3000MW in aggregate generating capacity.

Implementation of forestry and agricultural commodities policies in 2014

- Updated Forestry and Agricultural Commodities policies introduced in 2014
- HSBC customers responsible for 50m hectares of certified forest & 3,100 certified operations, approx. 10% of global certified forestry market¹
- Palm oil customers responsible for 1.7m hectares of RSPO-certified land, approx. 54 per cent of total land certified under RSPO. HSBC customers responsible for 6.3m tonnes of RSPO-certified palm oil¹
- 3,000 colleagues trained on sustainability risk framework and policy updates
- Recognised as leader in Forest500 ranking of 150 investors' policies on sustainability of forest commodity supply chains²
- Discounted prepayment export finance product for trade flows of certified sustainable palm oil launched Singapore & Indonesia in 2014; Malaysia in 2015. First deal completed on this structured, bespoke financing for major palm oil exporter in 2014
- For other HSBC Sector policies please see: <http://www.hsbc.com/citizenship/sustainability/finance>

HSBC Values

- HSBC's Values are to be dependable and do the right thing; to be open to different ideas and cultures; and to be connected with our customers, communities, regulators and each other
 - We require a high behavioural standard from all our employees, and our focus on values and courageous integrity continues to be instilled at every level in the Group
 - In 2014, 145,000 employees received values training in addition to 135,000 employees in 2013
 - A number of employees left the Group in 2014 for breaching our values

- HSBC is committed to a diverse and inclusive culture where employees can be confident that: their views are encouraged; their concerns are attended to; they work in an environment where bias, discrimination and harassment on any matter (including gender, age, ethnicity, religion, sexuality and disability) are not tolerated; and advancement is based on merit
 - Our diversity helps us support our increasingly diverse customer base and acquire, develop and retain a secure supply of skilled and committed employees

- Our Agricultural Commodities policy states that HSBC will not knowingly provide financial services to high-risk customers involved directly or indirectly in: the violation of the rights of local communities, such as the principle of free, prior and informed consent; and operations where there is significant social conflict

Strengthened approach to Compliance and Conduct; reinforced values, culture and leadership

Actions taken since 2011

Compliance (Global Standards)

- Enhanced global **AML & sanctions policies**
- Standardised processes** rolled out across global network
- Training & awareness campaigns for **c.250,000 employees**
- Global Standards engagement workshops for c.180k employees
- New **financial intelligence and investigations units**

Conduct

- Revised sales incentives** frameworks in retail banking
- Discontinued products** (c.1,200 in RBWM)
- Established **Conduct & Values Committee**

Values and culture

Training:

- Values culture and leadership training; global employee communication campaign**

Reinforcement:

- Values incorporated into incentive frameworks** for front line employees

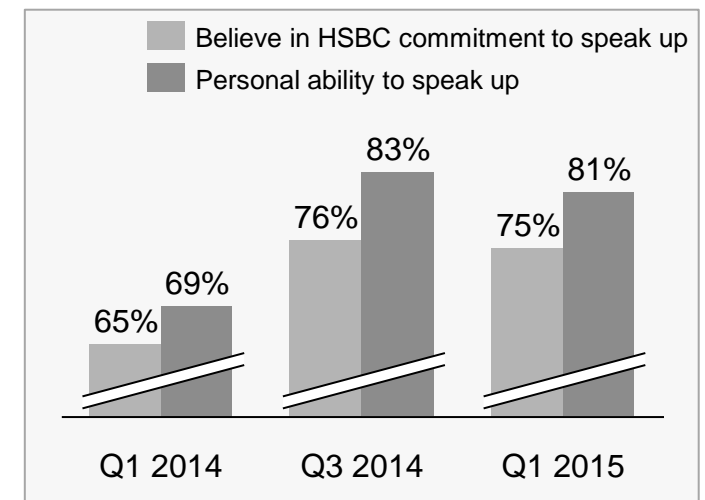
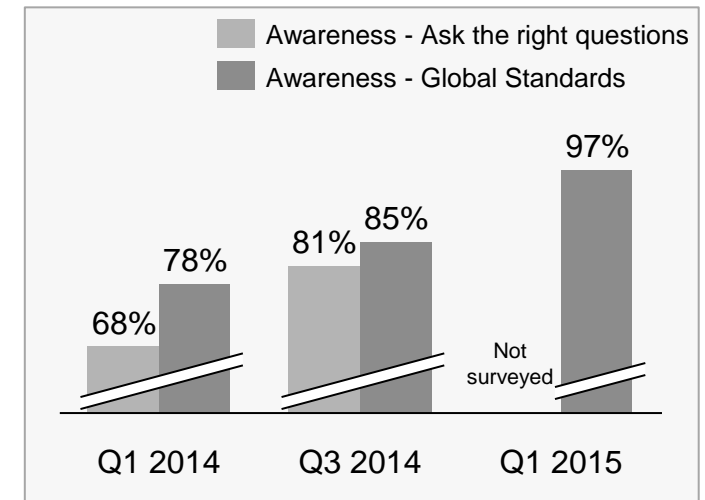
Evaluation:

- Values and behaviours embedded into performance management** evaluation criteria

Leadership

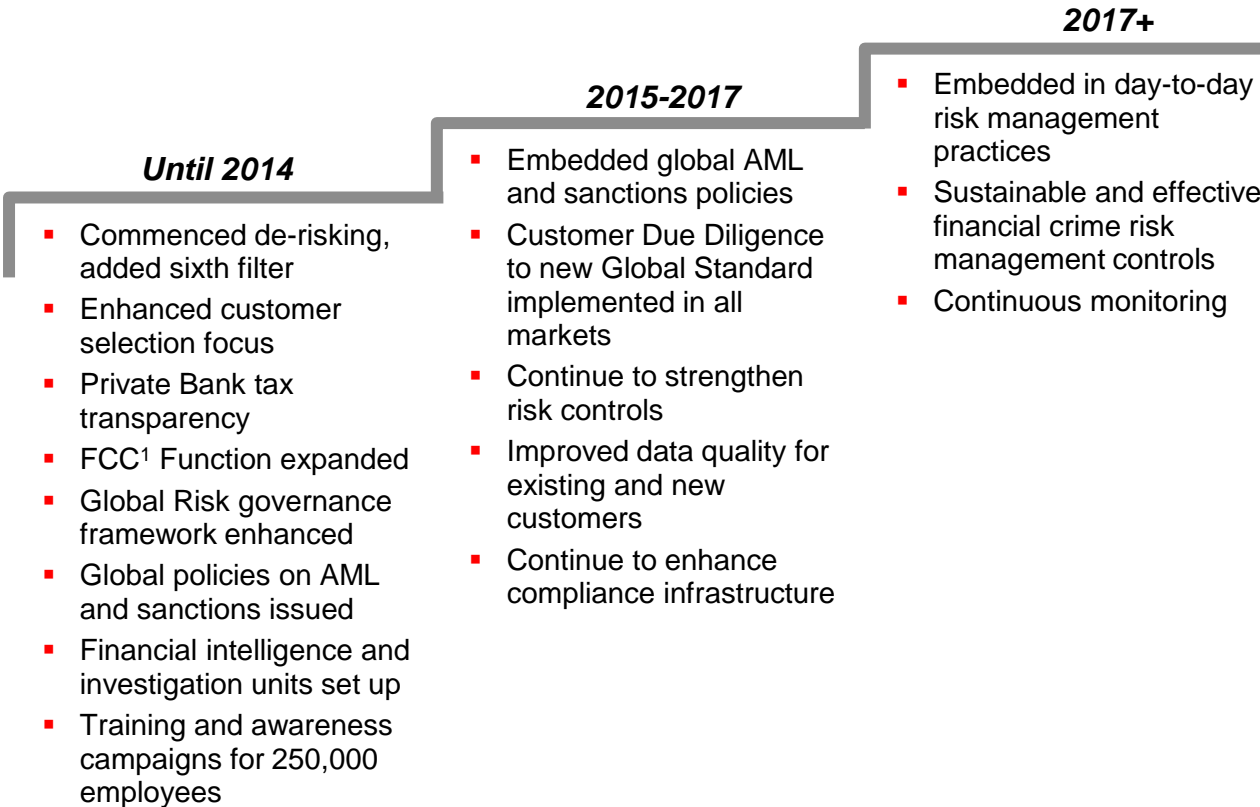
- Expanded Group leadership team** to drive execution – from 102 in 2010 to 292 in 2014
- 80% of Group General Managers **new appointments** since 2011

Employee survey results



Complete implementation of Global Standards

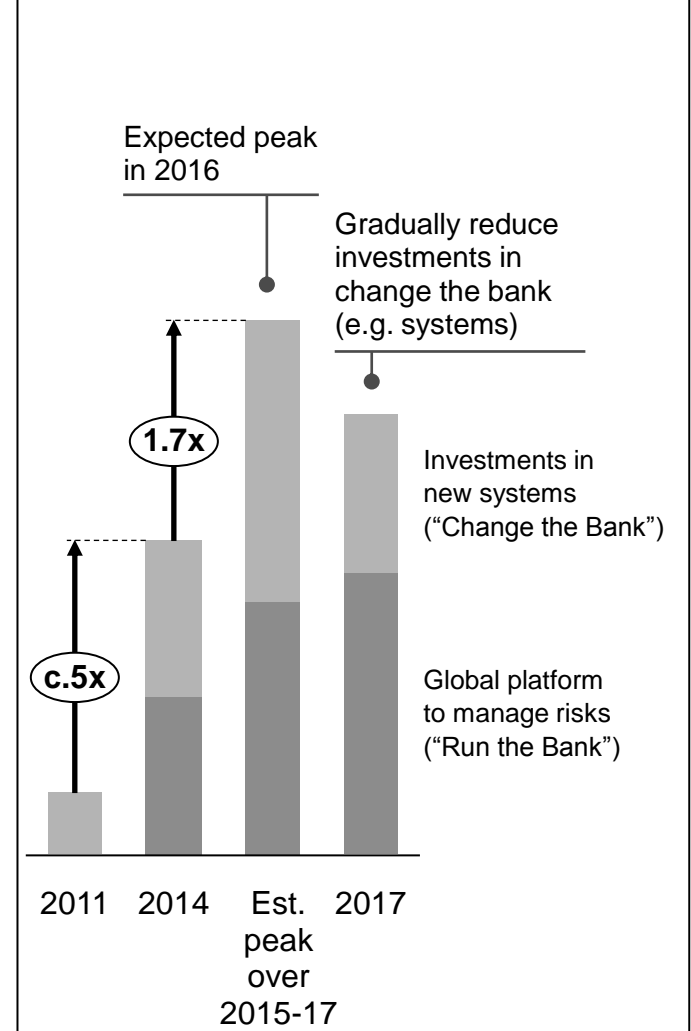
Global Standards – key initiatives



Key benefits for the Group

- Long-term **competitive advantage** (early mover)
- Increased **quality of earnings**
- Reduced risk of future fines**

Global Standards investment



HSBC Group Overview

Actions to capture value from our global presence in a changed world

- 1** Reduce Group RWA by at least 25% and re-deploy towards higher performing businesses; return **GB&M to Group target profitability**
- 2** Sell operations in **Turkey** and **Brazil**¹; continued application of six filter process
- 3** Rebuild **NAFTA profitability**
- 4** Set up **UK Ring-Fenced Bank**
- 5** Realise **USD4.5-5bn cost savings**, deliver flat costs by end 2017
- 6** Deliver **growth above GDP from international network**
- 7** Capture **growth opportunities in Asia**: Pearl River Delta, ASEAN, Asset Management, Insurance
- 8** Extend **leadership in RMB** internationalisation
- 9** Complete **Global Standards** implementation
- 10** Complete **Headquarters review** by year-end

Group financial targets

ROE >10%

Jaws

Positive
(adjusted²,
excluding
cost to
achieve)

Dividend

Progressive³

HSBC Group Performance

3Q15 Highlights

Key messages

Third quarter revenue down; progress on costs

Quarterly performance (vs. 3Q14)

- Reported PBT up due to net favourable movement in significant items
- Adjusted revenue down in Principal RBWM and GB&M
- Adjusted costs up in regulatory programmes and compliance
- Lower adjusted costs vs. 2Q15, down 4%; traction on cost programmes
- Higher LICs in North America and MENA; lower LICs in Asia with no significant impact from China slowdown
- RWA initiatives resulting in USD32bn reduction in 3Q15

Year-to-date performance

- Reported PBT up driven by a net favourable movement in significant items
- Adjusted revenue up driven by client-facing GB&M, CMB and Principal RBWM
- Adjusted costs up reflecting investment in growth, and regulatory programmes and compliance costs
- RWA initiatives resulting in USD82bn reduction
- Strong capital base with a common equity tier 1 ratio of 11.8% (end point basis)¹

	Adjusted		Reported	
	USDm		USDm	
	3Q15	vs. 3Q14 %	3Q15	vs. 3Q14 %
Revenue	14,044	(4)%	15,085	(4)%
LICs	(638)	(15)%	(638)	16%
Operating costs	(8,583)	(2)%	(9,039)	19%
Associates	689	3%	689	1%
PBT	5,512	(14)%	6,097	32%

	Adjusted		Reported	
	USDm		USDm	
	9M15	vs. 9M14 %	9M15	vs. 9M14 %
Revenue	44,816	2%	48,028	2%
LICs	(2,077)	3%	(2,077)	20%
Operating costs	(26,225)	(6)%	(28,226)	4%
Associates	2,000	3%	2,000	2%
PBT	18,514	(3)%	19,725	16%

Source: HSBC Holdings plc 3Q 2015 Earnings Release Presentation to Investors and Analysts

1. From 1 January 2015 the CRD IV transitional CET1 and end-point CET1 capital ratios became aligned for HSBC Holdings plc due to recognition of unrealised gains on investment property and available-for-sale securities

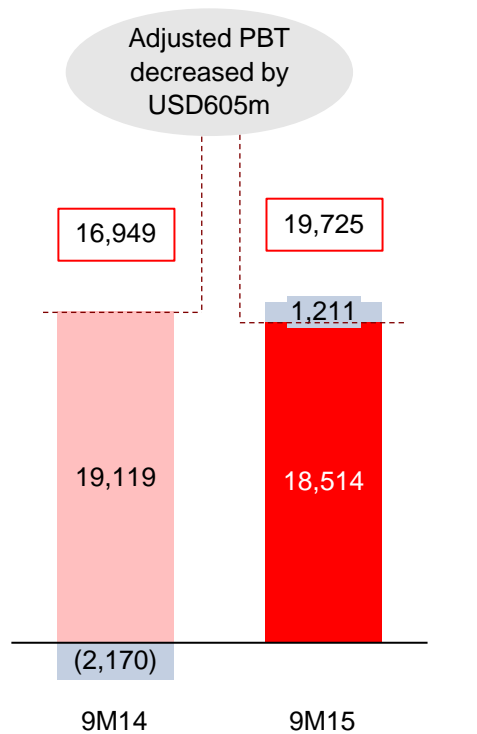
HSBC Group Performance

9M15 Profit before tax

Revenue growth more than offset by investment in growth initiatives and regulatory programmes and compliance

Reported and adjusted PBT

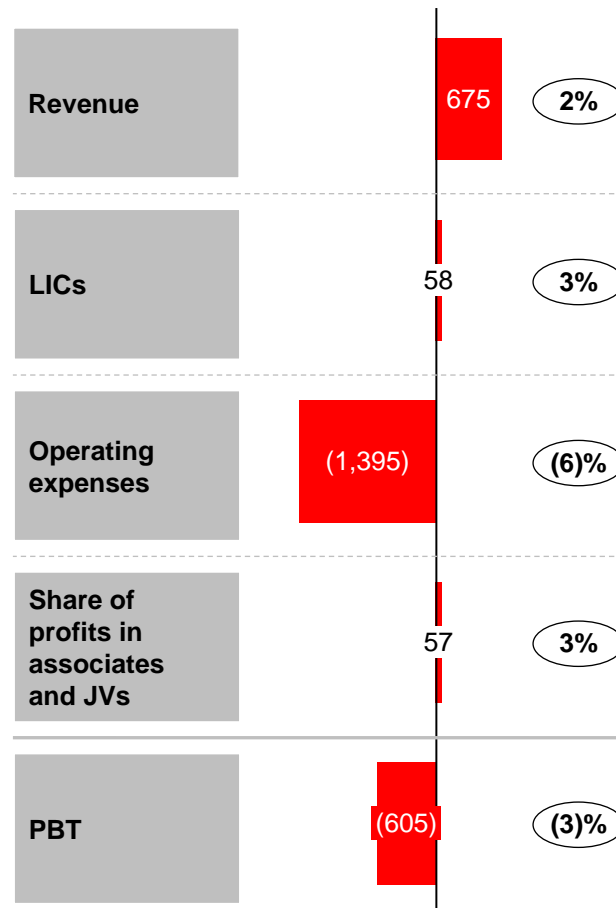
USDm



- Currency translation and significant items
- Adjusted
- Reported

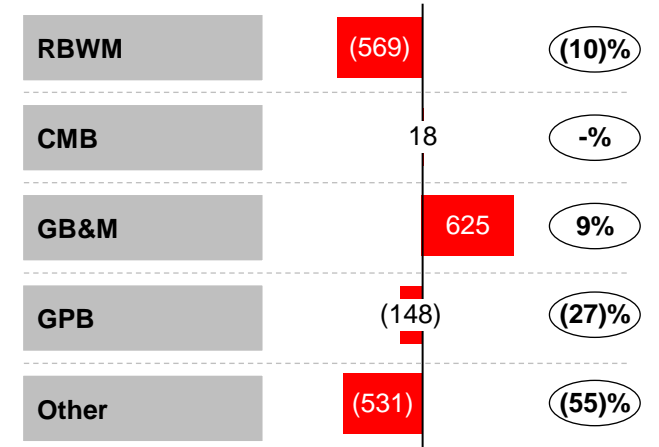
Adjusted PBT growth by account line

USDm



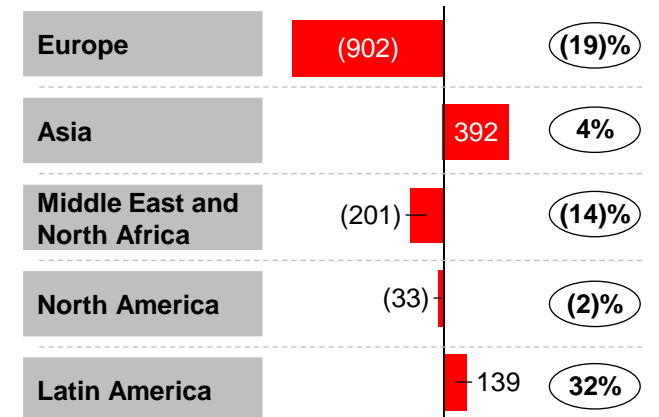
Adjusted PBT growth by global business

USDm



Adjusted PBT growth by region

USDm

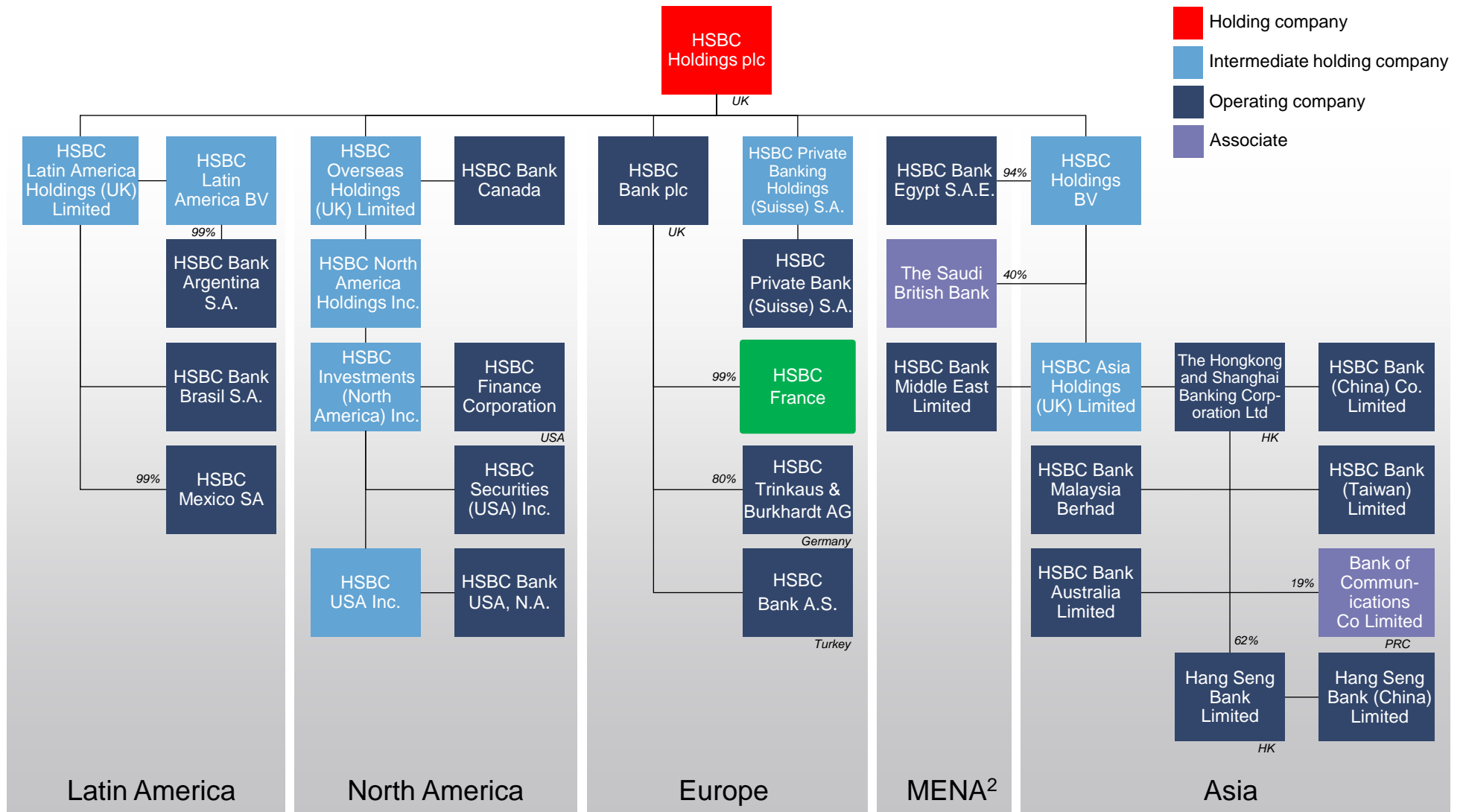


Progress on our actions to capture value

	Actions	Key achievements	Highlights
Re-size and simplify	1 Reduce Group RWAs by c.USD290bn	<ul style="list-style-type: none"> USD32bn reduction during the third quarter, notably in GB&M 	<p>1 RWAs reduced by USD32bn in the quarter; USD82bn YTD</p> <p>Investor Update target FX translation Re-baselined target</p> <p>3Q15 reduction 1H15 reduction 30% of 2017 target achieved</p>
	2 Optimise global network	<ul style="list-style-type: none"> Disposal of our operations in Brazil¹⁴ on track 	
	3 Rebuild NAFTA profitability	<ul style="list-style-type: none"> Increased PBT in 9M15 in both the US Principal (85%) and Mexico (95%) compared with 9M14 	
	4 Set up UK ring-fenced bank	<ul style="list-style-type: none"> Implementation in progress 	
5 Deliver USD4.5-5.0bn cost savings	<ul style="list-style-type: none"> Lower adjusted costs vs. 2Q15, down USD0.4bn; traction on cost programmes 		
Re-deploy capital and invest	6 Deliver growth above GDP from international network	<ul style="list-style-type: none"> Transaction banking revenue up 5% to USD11.5bn compared with 9M14 Growth driven by our FX and PCM businesses 	<p>5 Achievements to date</p> <ul style="list-style-type: none"> Reduced the number of software applications by c. 100 USD130m annualised procurement saves realised Automation of manual payments 1/3 complete Delivery of digital data capabilities, e.g. Apple Pay, Click to Chat, and Branch tablets in the UK, and HSBC.net mobile in more than 30 countries
	7 Investments in Asia – prioritise and accelerate investments	<ul style="list-style-type: none"> 6% revenue growth in ASEAN compared with 9M14 5% growth in insurance manufacturing new business premium revenue (annualised) 	
	8 RMB internationalisation	<ul style="list-style-type: none"> 8% revenue growth compared with 9M14 Maintained #1 ranking in offshore RMB bond underwriter league table 	
	9 Global standards	<ul style="list-style-type: none"> Implementation in progress 	
	10 Headquarters review	<ul style="list-style-type: none"> Review in progress 	

HSBC France Overview

Simplified structure chart¹



Source: HSBC Holdings plc Pillar 3 Disclosure at 31 December 2014

1. At 31 December 2014. All entities wholly owned unless shown otherwise (part ownership rounded down to nearest per cent). Excludes other Associates, Insurance companies and Special Purpose Entities

2. Middle East and North Africa

France within the HSBC Group

A Long-Standing Actor on the French Market...

- 1894** The Banque Suisse et Française (BSF) is founded, which will become the Crédit Commercial de France (CCF)
- 1987** CCF is privatised
- 2000** CCF joins the HSBC Group
- 2008** HSBC France disposes of its regional banking subsidiaries
- 2009** HSBC France absorbs its remaining retail banking subsidiaries
- 2011** HSBC Private Bank France merges with HSBC France
- 2013** HSBC France acquires HSBC Assurances Vie (France)

HSBC France is given high credit ratings by all major rating agencies¹

- AA- (stable) by S&P
- A2 (stable) by Moody's
- AA- (stable) by Fitch

1. As of 30 June 2015

... Organised around Four Global Businesses...

RBWM	▪ Retail Banking and Wealth Management: Personal Financial Services, Asset Management and Insurance activities
CMB	▪ Commercial Banking: banking products and services for businesses
GBM	▪ Global Banking and Markets: banking and market support for large corporates, institutional investors and governments
GPB	▪ Global Private Banking

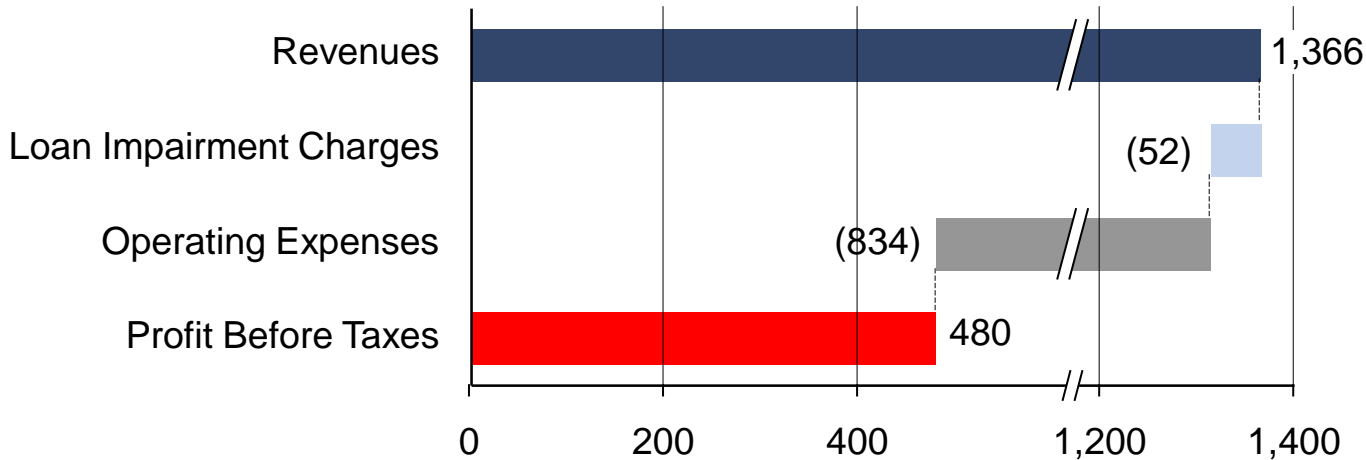
... and Differentiated through Specific Positioning

- Wholly-owned by a UK-regulated entity: HSBC Bank plc
- One of the Priority Markets for the HSBC Group
- Acting as the HSBC Group's Global Markets centre of excellence in euro rate products and equity derivatives
- Positioned as the largest foreign bank on the French market
- A strategy focused on Wealth retail customers, international SMEs and MMEs and Large Corporates

Financial results

Consolidated Statement of Income – Reported revenues

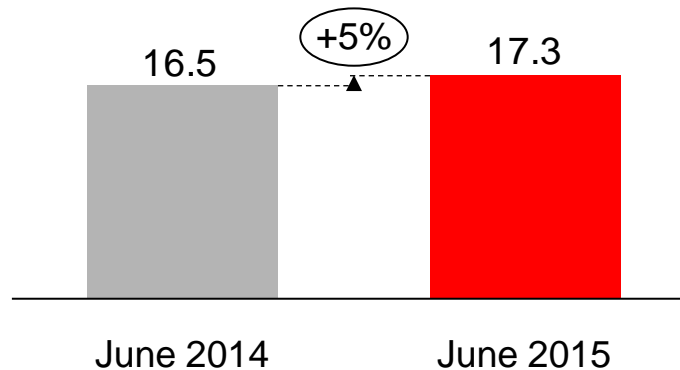
EURm, as of H1 2015¹



- Increase in Reported Results...
- ...as well as in adjusted results excluding volatile items (NQH, credit spread, DVA)

RBWM Customers Loans and Advances

EURbn¹



- Rise in loans balances, especially in RBWM home loans

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