



## HSBC North America Holdings Inc.

### Who we are

HSBC North America Holdings Inc. is one of the top 10 financial services organizations in the United States. HSBC – North America comprises all of HSBC’s U.S. and Canadian businesses with assets totaling \$560 billion. The company’s businesses serve customers in five key areas: personal financial services, consumer finance, commercial banking, private banking, and global banking and markets. Financial products and services are offered under the HSBC, HFC and Beneficial brands.

### Line of businesses

**HSBC Bank USA**, National Association and its sister bank, **HSBC National Bank USA**, operate more than 460 bank branches throughout the United States, with approximately 380 in New York state as well as branches in Connecticut, Washington D.C., Florida, New Jersey, Maryland, Virginia, California, Delaware, Illinois, Oregon and Washington State.

HSBC Bank USA, National Association is the principal subsidiary of HSBC USA Inc., an indirectly-held, wholly-owned subsidiary of HSBC North America Holdings Inc. HSBC USA Inc. is one of the nation's 10 largest bank holding companies by assets.

HSBC Bank USA, N.A.(PG) serves customers in the following areas:

*Personal Financial Services* provides a broad range of financial products and services including installment and revolving term loans, deposits, branch services, mutual funds, investments and insurance. Its Residential Mortgage Lending business provides loan financing through several origination channels. HSBC Direct, the bank’s on-line banking business, offers high-yield savings, payment accounts and CDs. HSBC Premier is the bank’s global personal banking service for mass affluent and internationally mobile consumers, providing clients with seamless international banking capabilities.

*Commercial Banking* offers comprehensive domestic and international services and banking, insurance and investment products to companies, government entities and non-profit organizations. In addition to deposits, lending and leasing, services include payments and cash management, trade and supply chain, corporate finance, global markets and risk advisory. HSBC also distributes professional insurance and employee benefits products, as well as personal banking for company employees. Clients are served by a dedicated relationship manager in continuous collaboration with HSBC’s network of financial specialists worldwide.

Global Banking and Markets is an emerging markets-led and financing focused business that provides tailored financial solutions to major government, corporate and institutional clients worldwide. Global Banking and Markets has offices in more than 60 countries and territories. Managed as a global business, HSBC offers clients geographic reach and deep local knowledge.

*Private Banking* offers a wide range of wealth management and specialist advisory services for high net worth individuals and families, including tailored lending, banking, liquidity management, investment services, custody services, wealth planning, trust and fiduciary services, insurance, family wealth and philanthropic advisory services. In addition, HSBC Private Bank professionals are able to leverage HSBC's global capabilities, resources and expertise -- including capital markets, commercial real estate and middle market lending -- on behalf of clients to deliver services and solutions for all aspects of their wealth management needs.

**HSBC Bank Canada** is the seventh largest bank and a leading international financial institution in Canada. The bank provides a broad spectrum of products and services through its personal financial services and wealth management, commercial banking, and global banking and markets segments. The bank, with its head office located in Vancouver, has more than 170 offices including 132 branches across the country.

**HSBC Finance Corporation** is one of the largest consumer finance companies in the U.S. Its subsidiaries provide real estate secured loans, credit cards and private label credit cards, personal non-credit card loans, taxpayer financial services and specialty insurance products.

The following are the primary businesses that make up HSBC Finance Corporation:

*Consumer and Mortgage Lending (CML)* originates loans under the HFC and Beneficial brands. It is one of the nation's largest consumer finance companies, with approximately 900 branches in 46 states. *HSBC Credit Center*, launched in 2004, serves emerging markets in the U.S. through 24 offices located in California, Texas, and Illinois. Together, these businesses provide a variety of real estate secured and unsecured loans to primarily non-prime customers. In addition, CML entities service residential real estate secured loans for third parties as well as their own portfolios.

*Card and Retail Services* is the sixth largest provider of MasterCard, Visa, American Express and Discover cards in the United States. In addition, *Card and Retail Services* is the third largest issuer of private label (merchant branded) credit cards in the U.S. and also offers co-brand and debit cards. The business partners with more than 40 of the world's premier retailers and manufacturers such as Best Buy, Costco, Saks, Furniture Row and Yamaha.

*Auto Finance* services and refines auto loans from select HFC, Beneficial and HSBC Credit Center branches.

*HSBC Insurance* offers or distributes credit life, disability, unemployment, accidental death, term life, whole life, annuities, long-term care and a variety of other specialty insurance products to customers in the United States and Canada.

*HSBC Financial Corporation Limited* has 110 branches in 10 provinces across Canada and offers consumer loans, mortgages, deposit products and private label credit cards to Canadian consumers through its subsidiaries.

*Taxpayer Financial Services* is a U.S. servicer of tax-related financial products offered to consumers through professional tax preparer locations.

### **Management**

Brendan McDonagh is chief executive officer of HSBC – North America.

### **Location**

HSBC-North America is headquartered in the Chicago suburb of Mettawa, Ill.

### **Media Contacts**

Public Affairs: Mettawa, (Ill.), 224-544-3310; New York, 212-525-3800; Vancouver, 604-641-2973; Toronto, 416-868-3878. Web site: [www.hsbcusa.com](http://www.hsbcusa.com)

### **Share Listings**

HSBC Holdings plc (NYSE:HBC) serves over 128 million customers worldwide through some 9,500 offices in 85 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US \$2,547 billion at 30 June 2008, HSBC is one of the world's largest banking and financial services organizations. HSBC is marketed worldwide as 'the world's local bank'.

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