

## The HSBC Group in Brazil

<b>Who we are</b>	<p>Headquartered in London, HSBC is one of the largest banking and financial services organisations in the world. Its international network comprises around 10,000 offices in 83 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa..</p> <p>Established in Brazil on march of 1997, the <i>HSBC Bank Brasil S.A.-Banco Múltiplo</i> is a wholly-owned subsidiary of HSBC Holdings plc and represents one of the world's largest banking and financial services organisations in Brazil. HSBC in Brazil has 934 offices in 563 cities.</p> <p>HSBC Bank Brasil provides a full range of personal financial services, including current accounts, insurance, credit cards, loans and pensions. It also provides services to small and medium-size enterprises, and has established long-term relationships with major national and international corporations and institutions.</p>
<b>Headquarters</b>	<i>Head Office:</i> 34 Travessa Oliveira Bello, Centro, Curitiba – PR, CEP: 80020-30
<b>Other offices</b>	<i>Other main office:</i> 3064 Av. Brigadeiro Faria Lima, Itaim Bibi, São Paulo – SP, CEP: 014 51 000
<b>Assets</b>	R\$ 58.265.728 thousand (*) At 31 december 2006
<b>Profit (pre tax?)</b>	R\$ 946.749 thousand (*) At 31 December 2006
<b>Senior Management</b>	<i>President and Chief Executive Officer:</i> Emilson Alonso <i>Chief Operating Officer:</i> Luis Eduardo Assis
<b>Employees</b>	28,914 employees at 31 December 2006
<b>Customer</b>	About 3.9 million personal customers and 338,420 commercial customers
<b>Principal Subsidiaries</b>	<p><i>HSBC Seguros (Brasil) S.A.:</i> offers life insurance and retirement products to personal financial services customers throughout Brazil.</p> <p><i>Losango Promoções De Vendas Ltda.:</i> offers consumer finance products to a portfolio of 18 million personal clients. It has a network of 21,000 retail partners.</p>

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**Web** www.hsbc.com.br

**Product Range** *Commercial financial services:* deposit services, treasury, cash management, electronic banking, asset management, import and export financing, and investment capital financing.

*Personal financial services:* deposit services, personal lending and mortgages, private banking, mutual funds, internet and telephone banking, full service investing, trust services, and life insurance sales.

*Consumer finance:* consumer loans, private label credit cards, mortgages, auto finance, and credit insurance.

### **Key events in the growth of HSBC in Brazil**

*26 March 1997* The HSBC Group establishes a new subsidiary in Brazil, Banco HSBC Bamerindus S.A. (now HSBC Bank Brasil S.A.-Banco Múltiplo). The head office of the new subsidiary is in Curitiba, Parana, in southern Brazil.

*December 1999* The Group acquires Republic New York Corporation (now part of HSBC Bank USA, N.A.) and its sister company Safra Republic Holdings (Luxembourg) S.A. HSBC Bank Brasil takes over Republic's operations in Brazil, mainly private banking and asset management.

*July 2000* The Group acquires CCF (now HSBC France), one of France's largest banks. HSBC Bank Brasil takes over CCF's operations in Brazil, mainly treasury, private banking, asset management, and investment banking.

*October 2003* The Group acquires Lloyds TSB's Brazilian assets, including Losango Promoções De Vendas Ltda., a major consumer credit institution.

(\* *In thousands of Reais*)

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