

HSBC France

Who we are HSBC France is a subsidiary of HSBC Holdings, which is headquartered in London. HSBC France (formerly CCF) was founded in 1894. In 2000 HSBC acquired CCF. In November 2005, CCF changed its name to HSBC France.

Head office HSBC France's head office is in Paris, 103 avenue des Champs-Élysées.

Staff Around 14,700 employees.

Key figures HSBC France group (French perimeter)
(in millions euros) At 31 December 2006

Net Operating Income	2,608
Operating Profit	769
Profit before tax	787
Cost:income ratio	69,7%

Parent company

HSBC Holdings plc serves over 125 million customers worldwide through around 10,000 offices in 82 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With Group's total assets of USD 2,150 billion at 30 June 2007, HSBC is one of the largest banking and financial services organisations in the world. "The world's local bank" is the worldwide strap-line of HSBC.

HSBC Holdings plc (in millions US dollars)	At 31 December 2006	At 30 June 2007
Total Operating Income	61,704	42,092
Net Operating Income	49,836	32,147
Profit attributable to shareholders	15,081	10,895
Tier 1 capital ratio	9,4%	9,3%
Cost:income ratio	51,3%	48,3%

Corporate Responsibility For HSBC, Corporate Responsibility (CR) is defined as managing its business responsibly and sensitively for long-term success, by working with its customers, shareholders, employees, communities and other stakeholders. Many areas of CR provide opportunities to collaborate with other financial services organisations through international commitments to establish best practice : the UN Global Compact, the Sullivan Principles, the Equator Principles and the Worlberg Group. Locally, HSBC France applies Corporate Responsibility principles to its Socially Responsible Investment (SRI) products and its project financing policy, which incorporate non-financial criteria. At HSBC, we believe that a credible CR policy also involves controlling our direct social and environmental impacts. As a result, HSBC France is committed to being carbon-neutral. We report to the Group on our energy and water consumption, waste and travel, and take the measures required to meet our carbon-neutral commitment. HSBC France's human resources policy promotes diversity and the development of talent. In 2006, HSBC set up the "Fondation HSBC pour l'Education" in France. This organisation gives disadvantaged young people improved access to education, and is already involved in some 30 projects.

The activities of HSBC France group In 2006, commercial activity was robust across all of HSBC's businesses and activities in France. Accordingly, the retail banking network posted a hefty increase in customer additions in strategic segments and strong growth in assets under management in both the private banking and asset management business. There were also major technological developments focusing on international and internet services.

Since the HSBC brand was rolled out across the retail banking network in France in November 2005, HSBC's overall recognition rate has risen constantly, reaching 60% in February 2007.

Retail networks Since the change of brand, HSBC group in France has 780 branches throughout France, which 380 operate directly under the HSBC brand and 400 under the own brand of the regional banking subsidiaries : Banque Chaix, Banque Dupuy, de Parseval, Banque Marze, Banque Pelletier, Banque de Savoie, Crédit Commercial du Sud Ouest and Société Marseillaise de Crédit. The client base in France comprises more than 1,1million retail customers and individual entrepreneurs and over 167 000 corporate customers, associations and institutions. It offers a comprehensive range of financial services with the focus on personal relationship and a global approach to wealth management.

For HSBC Premier customers, we have introduced HSBC Premier Centres, a new generation of bank branches that offer the full range of HSBC Premier's services and expertise.

At HSBC France, business customers are given a dedicated contact person who manages both their private and business accounts and has in-depth knowledge of their tax, business and wealth management requirements. We have more than 300 professional advisers providing tailored advice to business customers, allowing them to manage their business efficiently, and maximise both their business and personal assets.

HSBC France helps companies of all sizes to develop through its global service. We have customers in all industries and all regions of France. For our small and medium customers, we have developed solutions tailored to their scale and organisation, providing them with dedicated in-branch teams.

HSBC France's business services include cash management, telebanking, Mergers and Acquisitions, loans, and interest-rate and exchange-rate hedging. As a result, we cover all our customers' needs, and are able to help them develop their international business.

To help customers expand outside France, HSBC France has linked up with Ubifrance to set up "Clubs Pays HSBC" in the United Kingdom and China. These give HSBC customers tailored advice and a significant edge in setting up successful operations in countries covered by the Clubs.

For business leaders, business and wealth-management decisions are often linked. As a result, our staff make the most of synergies within HSBC, helping business owners to make plans for the future that address both their business interests and their personal wealth.

HSBC France also works with associations, helping them with their operations and dealing with the specific issues they face.

Investment Banking and Markets

In Investment Banking, the local and outposts with intimate knowledge of local markets and by a worldwide sales forces of the HSBC Group makes it a leading partner in supporting major companies and institutional investors in their projects. A wide range of international experience in HSBC's Corporate banking teams enables them to deal with often complex operations and support companies in their project in France, but also in the rest of Europe and worldwide.

The Corporate and Investment Banking business rang up a number of successes in 2006, not just in France but in cross-border transactions as well, and HSBC's standing was confirmed in the various league tables.

Asset Management

The structural organisation of the business line of Asset management and insurance can develop and provide services for all types of investors, institutional, corporate and personal.

HSBC Investments specialises in developing and distributing investment solutions for all customer segments, using both in-house skills and external expertise through approach.

Halbis specialises in active fundamental asset management. Its mission is to generate sustainable investment performance through value-added active fundamental management in its specific areas of expertise, which are European equities, high-value added fixed income products, Asian equities, emerging markets and several alternative investment strategies.

Sinopia, the global centre of the HSBC Group's expertise in quantitative management, has established itself as a leading player in Europe and internationally through its rigorous investment style, its strong research capabilities and its highly innovative product offer.

The employee savings business is included in HSBC Investment since 1 January 2007. It provides financial management services for employee savings plans, while account-holding and custody is handled by HSBC Epargne Entreprise.

Insurance

HSBC Assurances offers a broad range of products and services, meeting customer needs as effectively as possible by providing life insurance, pensions, personal protection and property/casualty insurance solutions.

HSBC Assurances operates through two companies, Erisa and Erisa IARD, which are now wholly-owned subsidiaries of HSBC France following the agreement with Swiss Life in March 2007. HSBC Assurances also develops selective partnerships with other insurers.

Private Banking

With the powerful backing of a major global bank, HSBC Private Bank France is one of France's leading private banking specialists. It offers a broad range of customised solutions to meet the expectations of resident and international high-net-worth individuals and institutional investors. HSBC Private Bank France has highly skilled staff offering both discretionary and advisory-based services. It also uses the open architecture expertise of its investment management company Louvre Gestion.

HSBC Private Bank France's range of services and products has been improved in 2006. Private banking staff help individual customers to define their personal investment horizon and analyse their financial position. In 2006, HSBC Private Bank France opened new offices in Lyon, Marseille and Bordeaux, which have been highly successful. These new offices symbolise the expansion of the Group's private banking activities in the French regions, and have bolstered synergies with the personal and corporate banking businesses.

Contact details

103 avenue des Champs-Élysées
75419 Paris cedex 08
Tél. : +33 1 40 70 70 40
Fax : +33 1 40 70 70 09

Website

www.hsbc.fr

© Copyright HSBC France 2007
All rights reserved

No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of HSBC France.

Produced by Corporate Communications, Paris, France. Printed by Imprimerie Dridé, Neuilly-sur-Marne, France, on Revive Special Silk paper using vegetable oil based inks. Made in Spain, the paper comprises 60% virgin fibre, 30% de-inked post-consumer waste and 10% mill broke. Pulps used are elemental chlorine-free.

The FSC logo identifies product which contain wood from well-managed forests certified in accordance with the rules of the Forest Stewardship Council.

