

The HSBC Group in the Middle East

The HSBC Group Headquartered in London, HSBC is one of the largest banking and financial services organisations in the world. HSBC's 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.

With listings on the London, Hong Kong, New York, Paris and Bermuda stock exchanges, shares in HSBC Holdings plc are held by around 200,000 shareholders in over 100 countries and territories. The shares are traded on the New York Stock Exchange in the form of American Depositary Receipts.

Through an international network linked by advanced technology, including a rapidly growing e-commerce capability, HSBC provides a comprehensive range of financial services: personal financial services (including consumer finance); commercial banking; corporate, investment banking and markets; and private banking.

Companies in the Middle East Group members and associated companies operating in the Middle East and the comprehensive range of services they provide are described below. The Saudi British Bank (SABB), British Arab Commercial Bank Limited, and HSBC Saudi Arabia Limited are associated companies.

Group Members
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 34 branches throughout the United Arab Emirates, Oman, Bahrain, Qatar, Kuwait, Jordan, Lebanon and the Palestinian Autonomous Area, including an offshore banking unit in Bahrain. In addition to the branch network the Bank maintains a representative office in Tehran, Iran. 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, and HSBC Saudi Arabia Limited.

HSBC provides a full range of personal financial and wealth management services in the Middle East. These include current and savings accounts, mortgage finance, term deposits and credit cards, financial planning, and investment services. These are delivered to customers through its branch network, extensive and conveniently located ATM network, internationally accessible personal internet banking service, 24-hour phone banking service, short message service (SMS) alert service and direct sales team.

HSBC's Corporate, Investment Banking and Markets division (CIBM) offers a full range of wholesale advisory, debt finance, risk management, treasury and capital markets, investment, custody and commercial banking services to large companies, institutions and governments in the Middle East. As part of one of the largest businesses of its kind in the world and with the benefit of the bank's extensive regional coverage, CIBM fosters long-term relationships based on the Group's unmatched international knowledge and local expertise.

HSBC plays an important role in the community by supporting a wide range of charitable and community projects, principally through the HSBC in the Community Middle East Foundation, a £1 million sponsorship initiative.

HSBC Amanah HSBC Amanah is the global Islamic financial services division of the HSBC Group, and was established in 1998 with the aim of making HSBC the leading provider of Islamic financial services worldwide. It is headquartered in Dubai and has regional representations in the United States, United Kingdom, Saudi Arabia, Malaysia, Bangladesh, Indonesia, Singapore and Brunei. With the global resources of the HSBC Group at its disposal and the largest Islamic finance team of any international bank, HSBC Amanah is uniquely positioned to understand, structure and distribute financial services that are compatible with the requirements of *Shariah* (Islamic law).

HSBC Private Bank International private banking services are provided through offices in Dubai, Abu Dhabi and Beirut. Working with dedicated HSBC Private Bank offices around the world, the team in the Middle East provides advice and guidance on deposits, securities portfolios, asset protection (through the formation of trusts and offshore companies) and other investments such as the purchase of international real estate. Confidentiality and relationship management are cornerstones of this highly personalised service.

HSBC Bank Egypt S.A.E	HSBC Bank Egypt S.A.E. was established in 1982 as Hongkong Egyptian Bank S.A.E. and adopted its present name in April 2001 following an increase in shareholding by the HSBC Group from 40 per cent to 94.5 per cent. The Bank is one of the largest multinational banks operating in Egypt, providing a comprehensive range of banking and related financial services through a network of 45 branches and outlets in Cairo, Alexandria, Sixth of October City, Tenth of Ramadan City, Luxor, Sharm El Sheikh, and Hurghada.
HSBC Securities (Egypt) S.A.E.	HSBC offers full brokerage services through its separate entity HSBC Securities Egypt S.A.E., the first international broker to be established in Egypt and the preferred brokerage house for most of the major foreign institutional investors and fund management companies. It is capable of executing large-sized deals through access to a solid funding base that is backed by the entire HSBC Group. In addition, the company offers trading in Global Depository Receipts (GDR's) through their London-based operations. Besides its brokerage services, HSBC Securities Egypt S.A.E. provides quality equity research through dedicated equity analysts and salespersons who are based in Cairo, London and New York.
HSBC Insurance Brokers Limited	HSBC Insurance Brokers Limited is one of the leading insurance brokers in the Middle East. From its office in Dubai, it provides insurance broking consultancy and risk management services for all sectors including marine, construction, aviation, energy and financial.
HSBC Bank International Limited	HSBC Bank International Limited maintains a representative office in Dubai, providing a complete offshore investment and banking advisory service and online share dealing to Premier international customers in a discreet and confidential environment. With its registered office in Jersey, representations in the Hong Kong SAR, Singapore and South Africa, HSBC Bank International Limited allows Premier international and expatriate customers to benefit from a wide range of offshore financial services wherever they are in the world.
HSBC Middle East Finance Company Limited	Founded in the United Arab Emirates in 1969, HSBC Middle East Finance Company Limited is a subsidiary of HSBC Bank Middle East Limited. It is a finance company principally engaged in hire purchase (HP), lease and Islamic finance of motor vehicles and moveable assets. It operates in the UAE from four branches in Dubai, Abu Dhabi, Al Ain and Ras Al Khaimah, and is regarded as the leading provider of vehicle finance solutions in the country.
<i>Associated companies</i>	Established in 1978, SABB is one of the leading Saudi joint stock companies, in which HSBC has a 40 per cent shareholding. It is a full-service commercial bank and operates through a network of 73 branches, including 12 dedicated ladies' sections/branches. Recently, Standard & Poor's raised SABB's credit rating to 'A' from 'A-', a rating which reflects the quality of the Bank's assets, its strong financial performance, its strong position in the local marketplace and its ability to meet its international financial liabilities. SABB was also awarded the benchmark <i>Euromoney</i> award for Best Local Bank in Saudi Riyal Foreign Exchange. The Bank has a strong reputation for customer service and technological innovation, and provides a full range of banking products and services including personal, commercial, corporate, private, Islamic banking, investment, insurance, treasury, factoring, trade services, internet and telephone banking.
The Saudi British Bank	
HSBC Saudi Arabia Limited	This is an investment banking entity, owned 60 per cent by HSBC and 40 per cent by SABB. It was the first full-service independent investment bank licensed by the Saudi Capital Market Authority (CMA) - in November 2005. In its first year of operation it became the first recipient of the new <i>Euromoney</i> award for "Best Investment Bank in Saudi Arabia". IBSA has nine core business units (seven are "owned" and two are SABB business units managed by IBSA), and a total staff of over 250 individuals. The nine business units include: Investment Banking Advisory (Equity Capital Markets/new issue business, M&A, etc), Debt Capital Markets, Project Finance, Islamic Finance, Business Development (corporate & institutional sales), Asset Management, Equity Research, Equity Brokerage (domestic and international shares) and Securities Services.
British Arab Commercial Bank Limited	British Arab Commercial Bank Limited, in which the HSBC Group has a 46.51 per cent shareholding, has its head office in London, with representative offices in Algeria and Libya. Founded in 1972, the bank is a leading provider of trade and project finance for Arab markets.
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