

## The HSBC Group in Brazil

<b>Who we are</b>	<p>Established in Brazil in 1997, HSBC Bank Brasil S.A. – Banco Múltiplo is a wholly-owned subsidiary of HSBC Holdings plc.</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>	Head Office: 34, Travessa Oliveira Bello, Centro, Curitiba - PR CEP 80020-30
<b>Other main office</b>	Av. Brigadeiro Faria Lima, 3064, Itaim Bibi, São Paulo – SP                      CEP 1451-000
<b>Senior Management</b>	President and Chief Executive Officer: Conrado Engel
<b>An international brand</b>	HSBC Bamerindus S.A. was founded on March 26, 1997 and in 1999 became known as HSBC Bank Brasil S.A. – Banco Múltiplo, with the HSBC hexagon logo mark, in line with the project to unify the brand image throughout the world.
<b>Total Assets</b>	R\$ 125 billion at 31 December 2010
<b>Net Profit</b>	R\$ 1,1 billion at 31 December 2010
<b>Employees</b>	24.215 at 31 December 2010
<b>Customers</b>	5,4 million personal clients and 400 thousand companies
<b>Social Responsibility</b>	The HSBC Solidarity Institute which was founded on March 31, 2006 is responsible for social projects in the areas of education, community and the environment.
<b>Principal Subsidiaries</b>	<p>HSBC Seguros (insurance) Brasil offers life insurance and retirement products to personal financial services customers throughout Brazil.</p> <p>Losango Promoções de Vendas Ltda: offers consumer finance products to a portfolio of 20 million personal clients. It has a network of 20,000 retail partners.</p>
<b>Web</b>	<a href="http://www.hsbc.com.br">www.hsbc.com.br</a>



**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**

**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, Paraná, 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.