

## HSBC Group in Latin America

<b>Who we are</b>	Established representative office for Latin America since 1970.  HSBC Latin America provides a full range personal financial services, including current account, insurance, credit cards, loans, and pensions. It also provides services to small, medium, large and corporate business; establishing long relationships with all customer groups.
<b>Headquarters</b>	Head Office: Reforma 347 Colonia: Cuauhtémoc C.P. 06500
<b>Senior Management</b>	President and Chief Executive Officer: Emilson Alonso
<b>Regional Footprint</b>	HSBC is among the top five largest financial services company in Mexico, and among the top six banks in Brazil and Argentina. HSBC also operates in Chile, Costa Rica, Colombia, El Salvador, Guatemala, Honduras, Nicaragua Panama, Peru, Paraguay, Uruguay and Venezuela and holds correspondent banking relationships with all the major banks in Latin America.
<b>Total Assets</b>	US\$140bn, as of 31 December 2010
<b>PBT</b>	US\$1.8bn, as of 31 December 2010
<b>Employees</b>	55,400 as of 31 December 2010
<b>Customers</b>	Over 17 million customer accounts as of 31 December 2010



**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.

## Country operations

**Brazil** HSBC Bank Brasil S.A. – Banco Múltiplo is one of the largest banking and financial services institutions, providing full range services to customers in all segments, through a network of 900 branches and over 5,200 ATMs

**Mexico** HSBC Mexico is one of the largest banking and financial services institutions, providing full range services to customers in all segments, through a network of 1,147 branches and over 6,300 ATMs.

**Argentina** HSBC Group Argentina is one of the largest banking and financial services institutions, providing full range services to personal, small, medium, large and corporate business customers, through a network of 118 branches and over 400 ATMs.

**Colombia, Panama and Central America** HSBC is among the largest banking and financial services institutions in Panama and El Salvador, providing customer differentiated services through a network over 220 offices and branches and 650 ATMs

**HSBC Bank Chile** HSBC provides Commercial Banking, Trade, Corporate and Treasury services to business customers and launched personal financial services in April 2010.

**HSBC Bank Peru** HSBC Peru provides loans and mortgages services for personal financial customers, while supporting around 70,000 all size business customers through a 23 branches network and 41 ATMs

**HSBC Paraguay** HSBC Bank Paraguay provides a broad range of financial services to Business and Personal customers, including insurance through brokerage. It has 6 branches and approximately 200 staff members providing services to 22,500 customers.

**HSBC Uruguay** HSBC Uruguay S.A. provides a broad range of financial services to Business and Personal customers, including an international treasury network. It currently provides services to over 13,000 customers through 11 branches.

**HSBC Venezuela** HSBC has a Representative Office in Venezuela providing services to Global Banking and Markets customers in Caracas

## Key events

**1970** Established a Representative Office for Latin American Business in Mexico City.

**1997** Acquisition of Bamerindus in Brazil and Banco Roberts within Argentinean and Uruguayan Markets



<b>1999</b>	Acquisition of Republic in Brazil and Uruguay
<b>2000</b>	Acquisition of CCF in Brazil
<b>2002</b>	Acquisition of Grupo Financiero Bital in Mexico
<b>2003</b>	Acquisition of Bank of America and Lloyds TSB Losango in Brazil and Seguros Bital and Afore Allianz- Dresdner in Mexico
<b>2004</b>	Acquisition of Credimatone Value in Brazil and Allianz Rentas Vitalicias in Mexico
<b>2005</b>	Acquisition of Chase Manhattan Bank in Panama
<b>2006</b>	Acquisition of Banistmo in Central America, Banca Nazionale del Lavoro in Argentina and 20% stake in Financiera Independencia
<b>2007</b>	Acquisition of Lloyds in Paraguay
<b>2009</b>	HSBC injected US\$1.3bn. capital into their subsidiaries to further strengthen capital ratios and a large branches refurbishing project

#### Websites

**Brasil:** <http://www.hsbc.com.br>

**México:** <http://www.hsbc.com.mx>

**Argentina:** <http://www.hsbc.com.ar>

**Panamá:** <http://www.hsbc.com.pa>

**Colombia:** <http://www.hsbc.com.co>

**Costa Rica:** <http://www.hsbc.fi.cr>

**El Salvador:** <http://www.hsbc.com.sv>

**Honduras:** <http://www.hsbc.com.hn>

**Chile:** <http://www.hsbc.cl>

**Perú:** <http://www.hsbc.com.pe>

**Paraguay:** <http://www.hsbc.com.py>

**Uruguay:** <http://www.hsbc.com.uy>