

The HSBC Group in Mexico

Who we are	<p>HSBC Mexico 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.</p> <p>HSBC Mexico is one of the largest banking and financial services institutions within the country and 1,144 branches and over 6,300 ATMs.</p>
Headquarters	Head Office: Reforma 347, Colonia Cuauhtémoc, C.P. 06500, Mexico City, Mexico
Senior Management	Chief Executive Officer: Luis Peña Kegel
An international brand	<p>The Group has been present in Mexico since the opening of its Representative office in 1970 which in 2000, following the acquisition of Republic National Bank, was merged with this bank's local subsidiary and renamed as HSBC México, S.A.</p> <p>On November 2002, HSBC acquired Grupo Financiero Bital, S.A. de C.V. and in January 2004 the group was rebranded as Grupo Financiero HSBC S.A. de C.V.</p>
Total Assets	MXN \$434,685 million at 31 December 2010
PBT	MXN \$1,106 million at 31 December 2010
Employees	Over 20,000 at 31 December 2010
Customers	8 million customer accounts
Social Responsibility	Fundación HSBC was founded on February 2010 and is responsible for social projects in the areas of education, community and the environment.
Web	www.hsbc.com.mx



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

- August 1941** Banco Internacional was established in Mexico City, founding member of Grupo Financiero Bital, S.A de C.V.
- 1980** Banco Internacional merged with 11 other Mexican Banks and became HSBC Mexico S.A. de C.V.
- 2000** HSBC acquired Republic National Bank of New York (Mexico) and changed its name to HSBC Mexico S.A.
- November 2002** HSBC acquired Grupo Financiero Bital S.A. de C.V.
- December 2002** HSBC injected US\$800 m into HSBC México, S.A
- October 2003** Grupo Financiero Bital, S.A. de C.V. ("GFBital"), acquired the remaining 49% of stake of Seguros Bital
- November 2003** Grupo Financieor Bital, S.A. de C.V. ("GFBital"), acquired 100% of stake of Afore Allianz Dresdner, S.A. de C.V. renamed HSBC Afore.
- December 2009** HSBC injected US\$700 million into HSBC México, S.A.