

HSBC Brand history

[Voiceover]

They say a picture speaks a thousand words.
At HSBC, we have thousands of pictures,
Each one telling a part of our story,
That crosses continents
And spans centuries.

We started in Hong Kong in 1865,
But we were born international.
To finance trade between East and West.
Our business travelled oceans,
Our network crossed borders,
And our relationships with customers
Passed down generations.

Our global success
Is based on local expertise.
Knowledge of different cultures and customs
And our deep international network.

When you bank with us,
You can bank on us
Being there through highs and lows.
Crisis and calm.
Through shocks and shifts.
From industrial revolutions to digital ones.
We've been built to last.
To navigate a changing world
And help our customers navigate it too.

Putting customers at the heart of everything we do.
Is what we've always done.
And trust us when we say
Your trust means everything.

One of our first clients from 1865
Is still with us today.
That's not just business.
That's true partnership.

For more than 160 years
A modern, ambitious organisation
Is what we've always been.

Today, our world is more connected - and complex - than ever.
But our purpose is simple:
Opening up a world of opportunity.
As we've done from the start.
Now.
And into the future.

[Text on screen] HSBC | Opening up a world of opportunity