

Press Release

HSBC BECOMES PRESENTING PARTNER OF THE CHINA OPEN

26 June, Beijing – The China Open (“China Open”), China’s premier annual tennis tournament, and HSBC Group (“HSBC”) jointly announced today at the Beijing Capital Diamond Court of National Tennis Center in Beijing that HSBC will become the Presenting Partner of the China Open starting from 2026. The partnership marks the beginning of a strategic alliance that will support the tournament’s ambition to become one of the world’s leading men’s and women’s tennis events.



China Open x HSBC Presenting Partnership Launched

This partnership coincides with the 20th edition of the China Open, a milestone moment as the tournament firmly establishes itself as one of the most influential tennis events in Asia. Through HSBC’s global network, commitment to innovation and deep experience in sports sponsorships, this partnership will help accelerate the tournament’s growth, reinforcing its position as a leading event on the international tennis calendar and a major platform for the city of Beijing to connect with international audiences and markets.

Brendan Nelson, Group Chairman of HSBC, said: “HSBC is proud to become the Presenting Partner for the China Open - one of the most important combined ATP

and WTA tournaments in the world. It has set the stage for remarkable performances that have elevated professional tennis, significantly broadening the appeal of the sport across China and inspiring the next generation of talented players. For 161 years, HSBC and China have moved forward together. We look forward to building on that valued legacy and working closely with the China Open and wider partners to support its continued success.”



Brendan Nelson, Group Chairman of HSBC

Bi Yong, Director and General Manager of Beijing Capital Group said, “Beijing Capital Group and HSBC Group first joined forces in 2004 and have since built a 22-year partnership. HSBC’s new role as the Presenting Partner of the China Open represents a mutual pursuit driven by shared values and a common vision. We firmly believe that HSBC’s involvement will bring fresh global perspectives and renewed momentum to the tournament, while further broadening and deepening our cooperation with HSBC across other sectors. Looking ahead, using the China Open as a bridge, we will actively explore integrated pathways that combine finance, sports, and urban services, and establish a benchmark model demonstrating central-local synergy, industry-finance integration, and mutual reinforcement

between culture and sports.”



Bi Yong, Director and General Manager of Beijing Capital Group

For over two decades, HSBC has been actively involved in China’s sports sector, supporting professional events and grassroots initiatives in golf, badminton, and tennis, making a positive contribution to China’s sports development.

China Open is the flagship tennis tournament in the country. In April 2026, it unveiled a long-term strategic plan, setting a vision of becoming the leading tennis event in Asia and a top-tier global tournament. The next China Open tennis tournament will take place from September 13 to October 11, 2026.

Notes to editors:

About the China Open:

Founded in 2004, the China Open is jointly hosted by the General Administration of Sport of China, the Beijing Municipal People's Government, and China Media Group (CMG). As the only tennis event in China named after the country, it stands as Asia's largest and most prestigious comprehensive international tennis tournament, offering the highest prize money and attracting the most participants across the continent. The women's event is a WTA 1000 mandatory tournament — the top tier of the WTA Tour; the men's event is China's sole ATP 500 tournament; the junior event is the ITF J300, the

highest-level junior tournament in the country. In 2026, the tournament expands its footprint to include the ITF MT400 — a prestigious international amateur tennis Masters event — further enriching its competition structure and broadening participation from elite professionals to amateur players worldwide. Collectively, the China Open is recognized as a national brand event.

About China Open Promotions Limited

China Open Promotions Limited (COL) is the official operator of the China Open. At the end of 2019, COL was incorporated into Beijing Capital Group – a move that has since steadily strengthened its operational capabilities, propelling the China Open toward its goal of becoming Asia’s leading and a global top-tier tennis event.

About the HSBC Group:

HSBC Group is headquartered in London and serves customers worldwide from offices in 56 countries and territories. With assets of US\$3,306bn at 31 March 2026, HSBC is one of the world’s largest banking and financial services organisations. In mainland China, HSBC is one of the largest investors among international financial institutions, offering services across banking, insurance (including insurance brokerage), fund management, securities, and fintech.

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