

23 March 2009

HSBC TO JOIN WWF'S EARTH HOUR

HSBC buildings will turn off their lights to support call to action on climate change

HSBC in 20 countries/territories across Asia-Pacific¹ will join millions of businesses and homes worldwide in switching off building lights for Earth Hour on Saturday 28 March.

Earth Hour is an annual campaign led by WWF that calls for worldwide action on climate change. This year, every light switched off from 8.30pm and 9.30pm will count as a vote for action. The results of this vote will be presented by WWF at the Global Climate Change Conference in Copenhagen later this year.

In total, select HSBC facilities in more than 40 countries/territories will be turning off the lights for Earth Hour. In Hong Kong, all non-essential lights will be switched off in the following buildings:

- HSBC Main Building, Central
- HSBC Centre, Kowloon
- HSBC Building Mongkok
- HSBC Building Tsimshatsui
- HSBC Building Tseung Kwan O

Sandy Flockhart, CEO of HSBC Asia-Pacific, said: "HSBC believes climate change is the single greatest environmental, economic and social challenge facing society this century. We also recognise, however, that this is an issue which no single country nor government nor business nor individual can solve independently. By joining others around the world in this symbolic gesture, we are casting our 'vote' for continued collective action on climate change."

more

HSBC to join WWF's Earth Hour/2

HSBC is also encouraging employees and their families to participate in Earth Hour by turning off lights at home.

Teresa Au, Head of Corporate Sustainability Asia-Pacific Region, said: "If we manage to take home the low-carbon message and get our families joined up with the rest of the world, the impact of the Earth Hour will last much longer than 60 minutes and could benefit generations to come."

HSBC has a longstanding commitment to the environment. In addition to the HSBC Climate Partnership, which aims to encourage individuals, businesses and governments worldwide to act on climate change, HSBC has committed to spend US\$90 million over five years to make sure all its buildings use as few of the earth's resources as possible.

For details on HSBC's sustainability initiatives, please visit www.hsbc.com.hk/sustainability.

ends/more

Media enquiries:

Treena Nairne

+852 2822 4923

treenanairne@hsbc.com.hk

Notes to editors:

Footnote

1: HSBC's operations and businesses in these 20 Asia-Pacific countries/territories will participate in Earth Hour: Australia, Bangladesh, Brunei, mainland China, Hong Kong, India, Indonesia, Japan, Korea, Macau, Malaysia, Mauritius, the Philippines, Sri Lanka, Singapore, South Africa, New Zealand, Taiwan, Thailand and Vietnam.

About Earth Hour

Earth Hour 2009, which hopes to reach out to more than one billion people in 1,000 cities around the world, asks individuals, businesses and governments to switch off lights for just one hour on Saturday 28 March 8.30 pm to create a platform of support for action on climate change. It aims to demonstrate unprecedented solidarity and provide a visual global mandate that will put the heat on world leaders meeting in Copenhagen in December 2009 to strike a new global deal on climate change.

The HSBC Climate Partnership

The HSBC Climate Partnership is a five-year partnership from 2007-2012 between HSBC and The Climate Group, Earthwatch Institute, Smithsonian Tropical Research Institute and WWF. The partnership aims to combat the urgent threat of climate change by inspiring individuals, businesses and governments worldwide. Working with these partners, and engaging its 335,000 employees, HSBC hopes to tackle climate change impacts for people, forests, water and cities. For more information: <http://www.hsbc.com.hk/climatechange>

more

HSBC to join WWF's Earth Hour/3

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding and a principal member of the HSBC Group which, with over 9,500 offices in 86 countries and territories and assets of US\$2,527 billion at 31 December 2008, is one of the world's largest banking and financial services organisations.

ends/all