

Bank of Bermuda joins 35 other jurisdictions in the global re-launch of Premier

(Hamilton, Bermuda, 11 September 2007) Bank of Bermuda today joined with 35 other jurisdictions in the HSBC group in the global re-launch of HSBC Premier. Breaking down international barriers, HSBC Premier offers seamless cross-border banking and the promise that customers can, for the first time, take their accounts, credit history and banking relationships with them wherever they choose to live and work. HSBC Premier customers have access to 250 international Premier Centres, located in major cities around the world, and more than 6,000 branches with Premier service points. Each location will have access to all the information needed to serve customers and provide local advisory services.

The enhanced Global Premier service brings with it a host of services, which include:

- One globally accessible number 1-908-PREMIER for emergency assistance which includes
 - \$1000 instant cash (more available on further verification)
 - Card cancellation with next day credit card replacement
 - Assistance with medical repatriation
- Ability to pre-open overseas accounts overseas from Bermuda, or from other countries when coming to Bermuda
- A single view of all accounts held with HSBC globally, via the Internet, which provides the ability to manage all accounts, whichever country they are in. This will be available to HSBC Premier customers in Bermuda from mid December
- Free fund transfers between HSBC accounts globally online
- A world-class credit card rewards programme offering 1.5 points for every dollar you spend, in addition to a unique range of offers and discounts through HSBC's world-wide "Home and Away" programme
- Access to banking services and lounge facilities across 35 countries and territories

- Pre-approved mortgages (up to 60 per cent Loan-To-Value) on up to three properties, at home or abroad
- 24 hour call centre capability at 299-5252
- Access to a team of Professional Financial Advisers who are trained to provide advice on investing and retirement planning
- Access to a relationship manager who provides dedicated 1-on-1 service

To support the global re-launch of Premier, Bank of Bermuda has launched a print ad campaign and will have booths in all branches to advise customers of the new and improved benefits of becoming a Premier member. Head of Personal Financial Services, Richard Brown, noted, “Our Premier proposition helps make the world a lot smaller and easier to navigate for our customers and whether here in Bermuda, or overseas, our aim is very much to ensure that we can provide a high level of service and attention in taking care of our customers’ financial needs”

HSBC Premier is available to customers who have savings and investments of at least BMD200,000 or foreign currency equivalent with the Bank of Bermuda, or who are already HSBC Premier customers elsewhere in the world.

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Notes to Editors:

- Founded in 1889, Bank of Bermuda is the leading provider of fund administration, trust, custody, asset management and banking services in Bermuda. Since 2004 it has been a wholly owned indirect subsidiary of HSBC Holdings plc.
- Further information on Bank of Bermuda can be found at www.bankofbermuda.com
- Further information on HSBC can be found at www.hsbc.com

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