

July 12th, 2018

**HSBC BERMUDA – 12th YEAR AS LEAD SPONSOR
FOR THE CUP MATCH CLASSIC**

Somerset Cricket Club's new President Vashun Blanchette, today announced HSBC Bermuda's ('HSBC') sponsorship of the 2018 Cup Match Classic at a press conference held in HSBC's Harbourview branch.

Mark Watkinson, HSBC Bermuda CEO said, "We welcome the opportunity to partner with Somerset Cricket Club's new President Vashun Blanchette and St. George's Cricket Club President Neil Paynter, as they prepare for what will undoubtedly be another memorable two days of cricket.

"This year marks HSBC Bermuda's 12th year as the lead sponsor of the Cup Match Classic. Our employees are extremely proud of the bank's association with this event and are busy gearing up for a number of community focused activities in both the lead up to and during, the two days of Cup Match.

"This is a particularly favourite time of year for HSBC as it affords us with the opportunity to engage even more with our customers and other members of the general public, as we collectively join in the excitement of the island's largest sporting event of the year, honour many important traditions and celebrate all that is special about Bermuda.

"On behalf of all us at HSBC, I wish you and your families the very best Cup Match holiday period and as always, '*May the Best Team Win!*'"

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On July 27th at 11:00 a.m. HSBC's Cup Match related team spirit will be on display as the host of the ever popular Cup Match motorcade throughout the streets of Hamilton; complete with distribution to the public of the much sought after car flags in the St. George's and Somerset team colours.

In addition, a number of activities are planned in the lead up to Cup Match in all HSBC branch locations with distribution of free HSBC Cup Match promotional items, live entertainment and the ever popular, free snow cone giveaways at all locations as follows:

- Monday, July 30th – St. George's Branch from 12 noon until 2:pm
- Tuesday, July 31st – Somerset Branch from 12 noon until 2:pm
- Wednesday, August 1st – Harbourview, Church Street and Compass Point Branches from 12 noon until 2:pm

For more information please see www.hsbc.bm for the schedule of branch activities.

HSBC is partnering with T&T Video Productions, to bring the event live on television, and with live internet streaming via www.bermudacupmatch.com.

HSBC will also support The Voice of Summer's live radio coverage on Hott 1075 and the Bermuda Broadcasting Company's radio coverage on Power 95, Ocean 89 and Inspire 105.

James Talbot from T&T Productions shared, "Thank you to HSBC and Somerset Cricket Club for providing us with the opportunity to broadcast this exciting event live

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on local television and also to live stream it across the world via www.bermudacupmatch.com. This is so important to all of the many cricket fans who may be unable to attend in person.

“It also provides us with the platform to showcase our beautiful island and its people. I would particularly like to thank HSBC for once again being our lead sponsor for this exciting event.”

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Note to editors:

(1) HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 3,900 offices in 67 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,526bn at 30 September 2017, HSBC is one of the world’s largest banking and financial services organisations.

(2) HSBC Bermuda

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