

October 22nd, 2018

HSBC BANK BERMUDA LIMITED ANNOUNCE THEIR LEAD SPONSORSHIP OF THE 2018 CHRISTMAS BOAT PARADE

HSBC Bank Bermuda Limited ('HSBC') is pleased to announce the Bank's lead sponsorship of the 2018 Christmas Boat Parade.

This spectacular event which will be held on December 8th provides yet another opportunity in Bermuda's calendar of events to bring the entire community together, including the Island's visitors at this special time of year.

Renee Bullock-Cann, Head of Retail Banking Wealth Management shared "Bermuda may not be the only country to hold a boat parade, but we happen to think that ours is pretty unique in that it represents all that is great about the Island and our culture.

"I know I speak for my colleagues at HSBC in saying that we are all looking forward to seeing what the Boat Parade entrants have in store for the community this year. An incredible amount of work and creativity goes into each and every boat on display and we hope that as many people as possible will come out and enjoy what is going to be an incredibly exciting and beautiful event, complete with HSBC employees adding to the fun in the streets of Hamilton."

Tanya Iris, Acting COO and Secretary of the City of Hamilton, Bermuda said, "The City is delighted to have HSBC come on board as lead sponsor of this year's Christmas Boat Parade. They are a wonderful corporate partner in our community and those spectators who come down to the Front Street viewing village on Saturday, December 8th to watch the parade can be assured that the holiday celebrations will be in full swing.

"Christmas is such a special time of year for the City of Hamilton, from the lighting of the official tree and the late-night shopping, to the special 'Christmas in the City' evenings and the Boat Parade. The City is ready to put on a great show on behalf of the Bermuda Christmas Boat Parade Charity and thanks to HSBC and their generous support of this event as well as all of those organizations and companies that have donated towards the success of the Boat Parade, we should be in for a wonderful, festive evening."

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Note to editors:

HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 3,800 offices in 66 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,607bn at 30 June 2018, HSBC is one of the world's largest banking and financial services organisations.

HSBC Bermuda

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