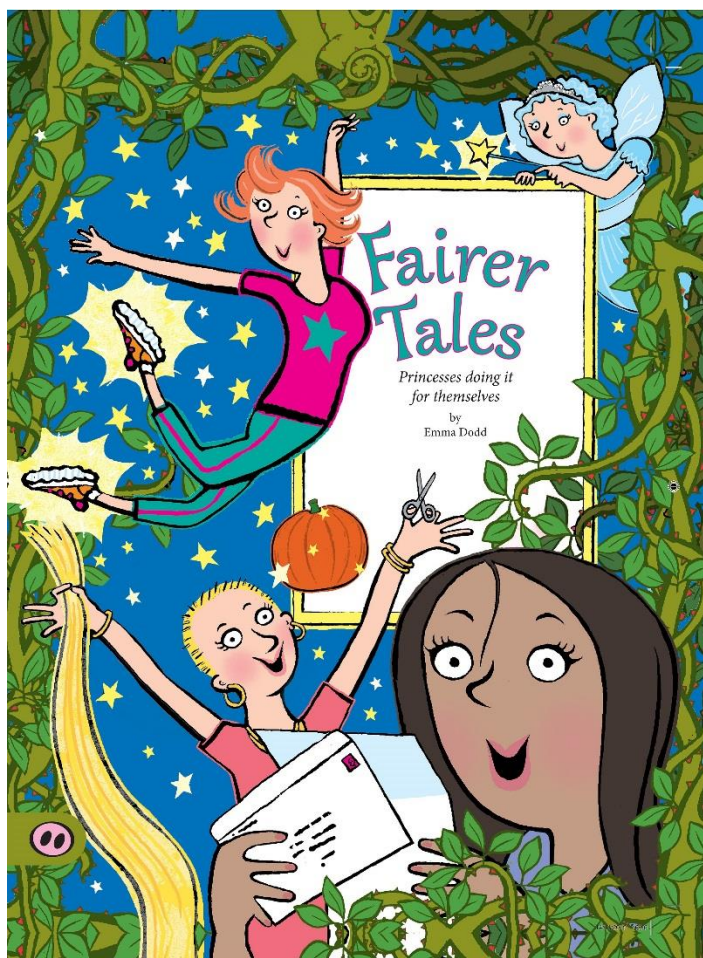


6 March 2020

### **HSBC Bermuda promotes gender equality and financial awareness**

HSBC Bermuda has announced the launch of their 'Fairer Tales' initiative which aims to dismantle some of the more stereotypically held gender beliefs and educate children aged 5-7, about the importance of cultivating financial independence in women.

HSBC partnered with award winning British children's author, Emma Dodd, to write 'Fairer Tales', which tells the story of Cinderella, Sleeping Beauty and Rapunzel with a modern twist. The retelling challenges traditional gender norms, with the heroines relying on financial awareness to save them instead of Prince Charming.



Starting this week, the Bank will be hosting a series of reading events in conjunction with local charities to promote this endeavor. This will involve partnering with representatives from The Coalition for the Protection of Children to read the book to local primary school students. In addition, HSBC will collaborate with The Women's Resource Center to hold a 'Mommy and Me' reading event for local women and their children. To help encourage further discussion at home, all of the children who participate in the event will be gifted with a copy of the book.

"The stories we choose to share with our children play a significant role in shaping their attitudes and behaviors. These can have lifelong impacts ranging from the careers they pursue to their financial endeavors" as highlighted by Tanya Bule - Interim Head of Retail Banking and Wealth Management.

"Starting open and honest conversations with children about money and gender barriers is a great way to instil the right level of confidence and awareness necessary to empower them to make sound financial decisions as they get older.

"We are excited to bring this wonderful book to Bermuda in the hope that 'Fairer Tales' helps towards laying the right foundations for our children's futures."

You can learn more about 'Fairer Tales' and download an electronic copy of the book by visiting <http://www.hsbc.bm/fairertales>.

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**Notes to editors:**

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