

August 26th, 2016

HSBC marks a customer's milestone

Loyalty is defined as “devotion and faithfulness to a cause, country, group or person.”

If looking for a local example of someone who epitomizes “what it means to be loyal” as one of their attributes, we need look no further than in the direction of Mr. Lefroy Brownlow Place, who – in addition to being a staunch supporter of The Somerset Cricket Team, has been an equally loyal and popular customer of HSBC Bank Bermuda Limited.

Over the years, employees at the St. George's Branch of HSBC have looked forward to Mr. Place's visits, where they have learned about not just his love for local and international cricket but also his interest in politics; the fact that he gets up early every day; prefers a 'simple life' and enjoys taking neighbours out for the occasional drive – facts all the more interesting, considering he recently celebrated his 100th Birthday.



Left to right – Renee Bullock-Cann, Head of Retail Banking Wealth Management, Mark Watkinson, CEO HSBC Bank Bermuda Limited, Mr. Lefroy Place and Wendy Trott, Manager, St. George's Branch.

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To help mark this very special occasion and to thank Mr. Place for his continued business, members of the bank's management team and employees surprised him with a presentation at the St. George's Branch this week to share with him and his immediate family, just how much he has meant to them over the years.



Mr. Place sharing the day with members of his family and Wendy Trott, St. George's Branch Manager.

In making the presentation, Mark Watkinson, CEO, HSBC Bermuda had this to say: *"We are very pleased today to be able to acknowledge this very special time in Mr. Place's life and to thank him for the relationship we have shared with him over many years. On behalf of the management and all employees of HSBC Bermuda, we offer our sincere congratulations and wish him the very best for the future."*



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Note to editors:

1. The HSBC Group

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