

The HSBC Group in the Middle East

The HSBC Group

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 8,500 offices in 86 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,422 billion at 30 June 2009, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

With listings on the London, Hong Kong, New York, Paris and Bermuda stock exchanges, shares in HSBC Holdings plc are held by around 220,000 shareholders in 119 countries and territories. The shares are traded on the New York Stock Exchange in the form of American Depositary Receipts.

Through an international network linked by advanced technology, including a rapidly growing e-commerce capability, HSBC provides a comprehensive range of financial services: Personal Financial Services (including Consumer Finance); Commercial Banking; Global Banking and Markets (formerly Corporate, Investment Banking and Markets); and Private Banking.

Companies in the Middle East

Group members and associated companies operating in the Middle East and the comprehensive range of services they provide are described below. The Saudi British Bank (SABB); HSBC Saudi Arabia Limited; SABB Takaful Co; HSBC Bank Egypt S.A.E, British Arab Commercial Bank Limited; and Dar Es Saalam Investment Bank.

Group Members HSBC Bank Middle East Limited

HSBC is the largest and most widely represented international bank in the Middle East. HSBC Bank Middle East Limited – incorporated in Jersey, Channel Islands - has 45 branches throughout the United Arab Emirates, Oman, Bahrain, Qatar, Kuwait, Jordan, Lebanon, Pakistan and the Palestinian Autonomous Area. In addition to the branch network, the Bank maintains representative offices in Tehran, Iran and Tripoli, Libya. This extensive regional coverage is strengthened by the Group's subsidiaries and associate companies across the region being HSBC Bank Egypt S.A.E and its associated companies, The Saudi British Bank and its associated companies British Arab Commercial Bank Limited; HSBC Saudi Arabia Limited, SABB Takaful Co.; and Dar Es Saalam Investment Bank.

HSBC provides a full range of personal financial and wealth management services in the Middle East including but not limited to current and savings accounts, mortgage finance, term deposits, credit cards, financial planning, and investment services. Customers are served through HSBC's branch network, conveniently located ATM networks, internationally accessible personal internet banking service, 24-hour phone banking service, short message service (SMS) alert service and direct sales team. Commercial Banking services catering to all customer segments (large, medium and SME corporates).

HSBC's Global Banking and Markets offer a full range of: wholesale advisory; debt finance; risk.

HSBC Amanah

HSBC Amanah is the global Islamic financial services division of the HSBC Group. It was established in 1998 with the aim of making HSBC the leading provider of Islamic financial services worldwide. With established and successful operations in the Middle East, Asia-Pacific, Europe and the Americas, HSBC Amanah represents the largest and most comprehensive Islamic proposition of any international bank. With the global resources of the HSBC Group at its disposal, and the largest Islamic finance team of any international bank, HSBC Amanah is uniquely positioned to understand, structure, and distribute financial services that are compatible with the requirements of Shariah (Islamic Law).

HSBC Private Bank

International private banking services are provided through offices in Dubai, Abu Dhabi, Beirut and are rendered through onshore representatives conveniently spread across the Middle East Region. Working with dedicated HSBC Private Bank offices around the world, the team provides advice and guidance on deposits, securities portfolios, asset protection and other investments such as the purchase of international real estate.

HSBC Bank Egypt S.A.E.

HSBC Bank Egypt was established in 1982 and adopted its present name in April 2001, following an increase in the HSBC Group's shareholding from 40% to over 94.5%. The Bank is one of the largest multinational banks operating in Egypt, providing a comprehensive range of banking and related financial services through a network of 75 branches and outlets in the most prominent cities across the country.

HSBC Securities (Egypt) S.A.E.

HSBC Bank Egypt offers full brokerage services through its subsidiary, HSBC Securities Egypt S.A.E., the first international broker to be established in Egypt and the preferred brokerage house for most of the major foreign institutional investors and fund management companies. It is capable of executing large-size deals through access to a solid funding base that is backed by the entire HSBC Group. In addition, the company offers trading in Global Depository Receipts (GDR's) through their London-based operations.

HSBC Insurance Brokers Limited	HSBC Insurance Brokers Limited is one of the leading insurance brokers in the Middle East. HSBC Insurance Brokers Limited from its offices in Dubai, Abu Dhabi and Doha provides insurance broking consultancy and risk management services for all sectors including: marine; construction; aviation; energy; and financial.
HSBC Bank International Limited	HSBC Bank International Limited maintains a representative office in Dubai, providing an international complete offshore investment and banking advisory service and online share dealing to Premier Limited international customers. With its registered office in Jersey, representations in the Hong Kong SAR, Singapore and South Africa, HSBC Bank International Limited allows Premier international and expatriate customers to benefit from a wide range of offshore financial services wherever they are in the world.
HSBC Middle East Finance Company Limited	Founded in the United Arab Emirates in 1969, HSBC Middle East Finance Company Limited is a subsidiary of HSBC Bank Middle East Limited. It is principally engaged in limited hire purchase (HP), leasing, and financing of motor vehicles. HSBC Middle East Finance Co, operates in the UAE from four branches located in Dubai; Abu Dhabi; Al Ain; and Ras Al Khaimah and is regarded as the leading provider of vehicle finance solutions in the country.
<i>Associated Companies</i> The Saudi British Bank (SABB)	SABB is a Saudi joint stock company that is listed on the Saudi stock exchange (Tadawul). The HSBC Group has a 40% shareholding in SABB. SABB is one of the largest banks in Saudi Arabia, which operates through a large network of branches throughout the country and offers a comprehensive portfolio of personal, corporate and private banking services, both conventional and Islamic.
HSBC Saudi Arabia Limited	HSBC Saudi Arabia is HSBC's investment banking arm in the Kingdom of Saudi Arabia, owned 60% by the HSBC Group and 40% by SABB. The Bank has 9 main commercial units (7 of which are affiliate to the Bank while 2 commercial units are managed and operated by SABB), with more than 300 employees.
SABB Securities Limited	SABB Securities provides a full and comprehensive commercial and investment services covering brokerage services in local, GCC and international capital markets, in addition to marginal lending facilities, which are still being provided by SABB. The Company runs its business as broker of FX dealings; it also provides custody and clearing services to clients from both local and foreign corporate and investment institutions.
SABB Takaful Co. (Joint Stock Company)	SABB Takaful is a Saudi joint-stock company established by royal Decree in 2006. It is incorporated in the Kingdom of Saudi Arabia with fully paid-up capital of SAR 100 million. SABB Takaful is an associate company of SABB (32.5%) and HSBC (32.5%), with the balance held by the public via an Initial Public Offering. The company is listed on Saudi Arabia's Stock Market Index, Tadawul.
SABB Insurance Services Limited (SISL)	SABB Insurance Services Ltd. (SISL) is a Saudi Arabian Monetary Agency (SAMA) licensed direct insurance and reinsurance Broking Company with a fully paid up capital of SR 3,000,000 and operating out of SABB headquarters in Riyadh with presence in Khobar and Jeddah. SISL is a joint venture between SABB (51%) and HSBC Group (49%) and through a dedicated team of professionals provides insurance and reinsurance solutions to companies operating in the Kingdom. SISL is set up with a view to providing comprehensive Insurance & Risk management solutions for SABB clients in the Corporate Segment.
British Arab Commercial Bank Limited	British Arab Commercial Bank Limited, in which the HSBC Group has a 48.9% shareholding, is headquartered in London, with representative offices in Algeria and Libya. Founded in 1972, the bank is a leading provider of trade and project finance for Arab markets.
Dar Es Salaam Investment Bank	Dar Es Salaam Investment Bank (DES) is 70% owned by HSBC since October 2005. It is one of the leading privately owned banks in Iraq with 14 branches that are well distributed across the country. DES offers an array of financial services and corporate banking services and also has a support team functioning from HSBC Jordan to provide assistance to customers based in Amman.
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