

**HSBC Named 'World's Best Bank' by Euromoney**

HSBC has won the title of 'World's Best Bank' in *Euromoney* magazine's Awards for Excellence 2017, one of the most significant accolades in financial services.

The *Euromoney* awards evaluate levels of service, financial performance and other achievements across the banking industry. This year the organizers received almost 1,500 submissions from banks around the world competing for global, regional and national titles.

Stuart Gulliver, Group Chief Executive, HSBC, accepted the 'World's Best Bank' award on behalf of HSBC. He said: "This award is a fantastic endorsement of what HSBC has achieved over the last few years. It recognises the challenges and changes we have overcome, the hard work required to make HSBC the great bank we know it to be, and the results of our efforts are now delivering."

*Euromoney* said: "HSBC is better positioned than ever before to benefit from its core value proposition of financing cross-border capital and trade flows. HSBC has a unique global business that can continue to deliver good returns to shareholders and help its clients meet their international ambitions."

HSBC also won the title of 'World's Best Investment Bank in the Emerging Markets', as well as nine regional and national awards.

Samir Assaf, Chief Executive, Global Banking and Markets (GBM), HSBC, said: "This is a reflection of the tremendous efforts our global team has made. We've built a first-class financing, advisory and markets capabilities across geographies to help our clients participate in international opportunities. Today more than half of our GBM revenues come from cross-border business and the emerging markets are critical to our continuing success."

*Euromoney* said: "Wherever there is potential for emerging market growth, HSBC is right at the forefront of it, whether it's the Belt and Road Initiative from China or the opening up of the Saudi stock markets. The bank's expertise in transaction services and capital markets, especially for corporate clients, is hard to beat."

HSBC won the following:

- World's Best Bank
- World's Best Investment Bank in the Emerging Markets
- Western Europe's Best Bank for Financing
- North America's Best Bank for Transaction Services
- Asia's Best Bank
- Hong Kong's Best Bank
- Hong Kong's Best Investment Bank
- Middle East's Best Investment Bank
- Saudi Arabia's Best Investment Bank
- Qatar's Best Investment Bank
- Oman's Best Bank

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### **HSBC Holdings plc**

HSBC Holding plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from approximately 3,900 offices in 67 countries and territories in our geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$2,492 billion as at 30 June 2017, HSBC is one of the world's largest banking and financial services organisations.

### **HSBC in Armenia**

HSBC Bank Armenia cjsc was established as a closed joint stock company under the name Midland Armenia Bank J.S.C. in 1996 and was renamed HSBC Bank Armenia cjsc in 1999. The bank is a joint venture between the HSBC Group, which has 70 per cent ownership, and members of overseas Armenian businesses with 30 per cent ownership. HSBC Armenia serves around 30,000 customers through nine offices located in Yerevan and around 420 employees. The bank has assets of AMD 215 billion as of 30 June 2017.