

HSBC and FAR Spread Holiday Cheer among Children from Tavush Region

Imagine a child who lives in a faraway snow-covered border village of Tavush region. They count down the days until the New Year, with an expectation that it will bring joy and magic to them. The New Year spirit may go by unnoticed because of challenges that our vulnerable communities face day by day. Yet the New Year magic knows no boundaries, especially if you share your wish with someone who cares and wants your wish come true.

As the country concludes its annual ride and leaps into the New Year, HSBC Bank Armenia and Fund for Armenian Relief (FAR) teamed up to realise the wishes of children living in border villages of Tavush region. Nearly all of the bank's 400 employees joined efforts to buy the gifts that kids had asked for in their letters to Santa. As part of their commitment to building a sustainable future for all communities, HSBC employees donated some 400 toys and gifts to children of eight borderline village kindergartens of Verin Tsaghkavan, Chinchin, Navur, Tavush, Verin Karmiraghbyur, Norashen, Artsvaberd, Aygezor communities.

Santa was also considerate of the pre-schoolers who will be going to school coming year. In addition to the toys, HSBC employees bought school bags and stationary for all the pre-schoolers aged 5 who will take their first steps to the world of education in 2018.

"HSBC has been involved in sustainability projects throughout its history. The Toy Drive is only one example of the support that our team readily provides to the local communities. Hope we were able to bring some New Year joy to the kids of Tavush region," Chief Executive Officer of HSBC Bank Armenia **Paul Edgar noted.**

"The initiative brought so much joy to children that are living not easy lives! We all witnessed their reaction, and this made us feel happy as well! Can't find the right words to express my emotions and gratitude for the very humanistic action by the employees of HSBC," Margarit Piliposyan, FAR Armenia Deputy Director said.

"I told my parents to write a letter to Santa on my behalf, asking him not to forget about my wish! I loved my car so much. Exactly what I asked for," Arshak Khachatryan, 5, from Verin Tsaghkavan village shares his excitement about his New Year present.

The annual HSBC Youth Opportunities Programme Toy Drive has been making a difference in the lives of children around the world since 2007. The bank works with charity partners to donate toys to children from vulnerable communities and contribute to the sustainable growth of communities. Every year the toys are collected in HSBC offices in December, and delivery is made to the local charity partner ahead of 25 December (Christmas).

HYOP is donating USD 9 million over three years (2016 – 2018) to charities around the world to support some of the most marginalised young people in society.

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HSBC Holdings plc

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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.