

16 March, 2021, Yerevan

HSBC Armenia Marks its 25th Anniversary in the Country

16 March, 2021 marks an important day for “HSBC Bank Armenia” CJSC (HSBC Armenia) – its 25th anniversary. Established in 1996 as Midland Armenia Bank J.S.C. and renamed HSBC Bank Armenia CJSC in 1999, it is the only truly international bank in the country, which has made significant contributions to Armenia’s banking sector by implementing the best international banking practices and promoting the standards of corporate governance, customer service and conduct. HSBC Armenia has also responded to pressing community needs through its impact-oriented corporate social responsibility (CSR) projects.

With its 8 offices in Yerevan and a customer base of around 30,000, HSBC Armenia strives to satisfy rapidly evolving customer needs, with banking solutions that are innovative, high-quality and reliable. The bank’s services in credit and lending, trade financing, as well as liquidity and cash management are acknowledged by cash managers, treasury professionals and financial officers worldwide. Prestigious Euromoney magazine ranked HSBC Armenia as No.1 Domestic Cash Manager for Corporates for three years in a row (2018-2020), Best Service for Corporates in Armenia for two years in a row (2019-2020), and a Market Leader in Trade Finance (2021).

“During the past 25 years, we have witnessed essential changes in Armenia’s banking sector, with HSBC Armenia playing an important role in contributing to its development,” notes Irina Seylanyan, CEO of HSBC Armenia. “We put our clients first, and for us in HSBC the way we do business is as important as what we do. Our responsibilities to our customers, employees, shareholders and the wider community go far beyond simply being profitable. Throughout these years, we have embraced innovation for our retail and corporate customers. We helped international businesses succeed and grow by making good use of our global presence and extensive international network. All this would not be possible without the commitment, dedication, and professionalism of our employees, as well as the highly appreciated loyalty of our customers, who stood by our side for all these years and entrusted us with their business.”

Throughout the 25 years of its operation in the country, HSBC Armenia implemented numerous projects to contribute to the community, including advancing education, raising financial literacy and employability skills, and promoting entrepreneurship across Armenia. In order to ensure high impact and sustainability of the projects, HSBC Armenia partnered with a broad range of charities and non-governmental organisations

both to respond to local challenges and priorities and to deliver HSBC's global sustainability goals. Via donations and other forms of support the bank and its employees stood by the side of vulnerable communities in the days of crisis when COVID-19 hit the country, as well as during the recent geopolitical tensions.

HSBC Armenia will continue supporting its customers by investing in innovative technology and introducing new banking products and services, as well as supporting communities through its CSR activities.

HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,984bn at 31 December 2020, HSBC is one of the world's largest banking and financial services organisations.

HSBC in Armenia

HSBC Bank Armenia cjsc was established in 1996. The bank is a joint venture between the HSBC Group, which has 70 per cent ownership, and a member of overseas Armenian business with 30 percent ownership. HSBC Armenia serves around 30 000 customers through eight offices located in Yerevan and around 350 employees. As of 31 December 2020, the Bank has assets of AMD 303 billion including the ones, allocated with the mediation of the HSBC Holdings plc

The Bank is regulated by the Central Bank of Armenia.