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HSBC LAUNCHES NEW SOUND IDENTITY COMPOSED BY JEAN-MICHEL JARRE

HSBC, the world's leading international bank, has teamed up with musician Jean-Michel Jarre to create its new sound identity, in the next phase of its global brand refresh.

A pioneer of electronic music who has sold over 80 million records, Jarre has created various versions of the sound identity to be used across multiple platforms.

Named after the HSBC brand promise, 'Together we thrive' is a bespoke musical piece composed of seven different edits, that have been created to be relevant to the 66 markets in which HSBC operates by working across different languages and cultures.

From now, HSBC's new sound identity will start being heard by customers contacting call centres in Malaysia, Canada, China, Hong Kong, UK, France, Mexico, Singapore, Indonesia, Bermuda and USA. As part of the rollout, the sound will also start appearing in the bank's marketing campaigns, at live events, in branches, on the HSBC banking app and ATMs, and within global offices.

Andrea Newman, HSBC Global Head of Brand says:

"Sound is an increasingly important part of brand building in a world where our audiences are busy and distracted. Having a distinctive sound which works alongside our visual branding and logo means we can be easily recognised wherever and however our customers interact with us.

"We are delighted to have partnered with Jean-Michel Jarre who has created a sound identity which will work across the many countries and cultures in which we operate."

Jean-Michel Jarre says:

"This is the first time that I have worked with a brand on a project like this but I really connected with HSBC's deep focus on the notion of thriving. My music has always been about the future and in order to thrive in the 21st century, I truly believe we need to focus on the environment, education and technology. Once I understood their value to the HSBC brand, suddenly it seemed that we were speaking the same language."

Background

At the start of 2018, HSBC launched a new global visual brand identity centered around its iconic hexagon, which is based on the company flag.

The bank also refreshed its airport branding across 17 airports in nine countries, covering 1,500 air bridges and 94 kilometers of passenger walkways across both

departure and arrival areas at major air transport hubs around the globe. The airports feature a range of the new hexagons, many of them locally relevant to the market in which they appear.

HSBC's collaboration with Jean-Michel Jarre was conceived and delivered by global music marketing agency My Love Affair.

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Notes to Editor:

About HSBC Malaysia

HSBC's presence in Malaysia dates back to 1884 when the Hongkong and Shanghai Banking Corporation Limited (a company under the HSBC Group) established its first office in the country, on the island of Penang, with permission to issue currency notes. HSBC Bank Malaysia Berhad was locally incorporated in 1984 and is a wholly-owned subsidiary of The Hongkong and Shanghai Banking Corporation Limited. In 2007, HSBC Bank Malaysia was the first locally incorporated foreign bank to be awarded an Islamic banking subsidiary licence in Malaysia, HSBC Amanah Malaysia Berhad. Today, HSBC in Malaysia has a network of 68 branches nationwide, of which 26 are HSBC Amanah Malaysia Berhad branches. HSBC Bank Malaysia offers a comprehensive range of banking and financial services including Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Islamic financial solutions. HSBC Bank Malaysia has also led innovation in Malaysia by introducing Malaysia's first ATM and Electronic Touch Banking in the early 1980s. Today, HSBC Bank Malaysia has launched innovative solutions such as HSBCnet for secure banking for businesses, Trade Transaction Tracker and Facial Recognition.

HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 3,800 offices in 66 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,603bn at 30 September 2018, HSBC is one of the world's largest banking and financial services organisations.