

Dear Valued Customer,

Global warming, climate change and the recent financial crisis have further strengthened the call for corporations to act responsibly towards the environment and community. Consumer demand coupled with tighter laws and regulation will no doubt change the ways business are operated for years to come.

In the coming years, United States of America will invest 1.5 billion in renewable energy research, creating 5 million jobs and leading USA on the path of low carbon growth. In the last decade, the European Union have issued numerous environment protection laws / directives (such as Waste Electrical and Electronic Equipment Directive, Restriction On Hazardous Substance Directive, End Use Performance Standard. etc) to improve the recyclability of electronics and regulate the use of hazardous material in manufacturing process.

As global businesses shift towards the trend of a greener and more sustainable development, it is imperative that local small and medium enterprise, be more aware of this change so that we can reap benefit and improve competitiveness, while fulfilling our responsibility towards the environment and community.

HSBC is keen to work cohesively with local company like you on realizing our joint responsibility on community and environmental issue. We believe we can help enhance our corporate customer competitiveness and cost efficiency through dissemination of information and best practice sharing.

In order for us to understand your need, please spare a few minutes to complete the enclosed survey. The survey will help us deliver program which are relevant to your needs and requirement.

Please return the survey form to your nearest HSBC branch by 31 March 2010. For every returned survey form, HSBC will donate BND5 to charity of your choice.

Yours sincerely,

Irene Tse  
Head of Corporate Banking