

Africa

Asia-Pacific
Europe
North America
South America

The Asset

- ▶ Best Cash Management Bank in Asia, 2009
- ▶ Best Transaction Bank in Asia, 2008
- ▶ Best Transaction Bank in Hong Kong, 2008, 2009
- ▶ Best Transaction Bank in Malaysia, 2009
- ▶ Best Cash Management - Country Awards, Hong Kong, 2008, 2009
- ▶ Best Cash Management Bank in Southeast Asia, 2008, 2009
- ▶ Best Bank for Payments and Receivables, 2008

Global Finance

- ▶ Best Overall Bank for Cash Management in Asia, 2003-2010
- ▶ Best Overall Bank for Cash Management - Middle East, 2010
- ▶ Best Bank for Payments & Collections - Middle East, 2010
- ▶ Best CLS-Linked Bank Offering - Middle East, 2010
- ▶ Best Corporate/Institutional Internet Banking Brunei, Hong Kong, Indonesia, Singapore and Sri Lanka, 2009
- ▶ Best Online Cash Management Bank for Corporate and Institutional Internet Banking in Asia Pacific, 2009
- ▶ Best Bank for Payments and Collections in Asia, 2008, 2009
- ▶ Best CLS-Linked Bank Offering in Asia, 2008, 2009
- ▶ Best Consumer Internet Bank (2008)
- ▶ Best Corporate/Institutional Internet Bank, Asia Pacific (2008)

Euromoney

Euromoney Cash Management Poll:

- ▶ 1# Cash Management Provider in Asia (ex Japan), 2009
- ▶ 1# Cash Management Provider in Japan, 2009
- ▶ 1# Domestic Cash Manager in Australia, Bangladesh, Brunei, Hong Kong, Indonesia, Japan, Macau, Malaysia, Mauritius, Singapore, Sri Lanka and Taiwan, 2009
- ▶ Best Domestic Cash Management Bank in India, Indonesia, Malaysia, Brunei, Taiwan and Sri Lanka, 2008
- ▶ Overall Customer Satisfaction Rated no. 1 in Asia, 2008

Euromoney Awards for Excellence:

- ▶ Best Global Bank, 2009
- ▶ Best Global Transaction Banking House, 2009
- ▶ Best Cash Management House in Asia, 2008

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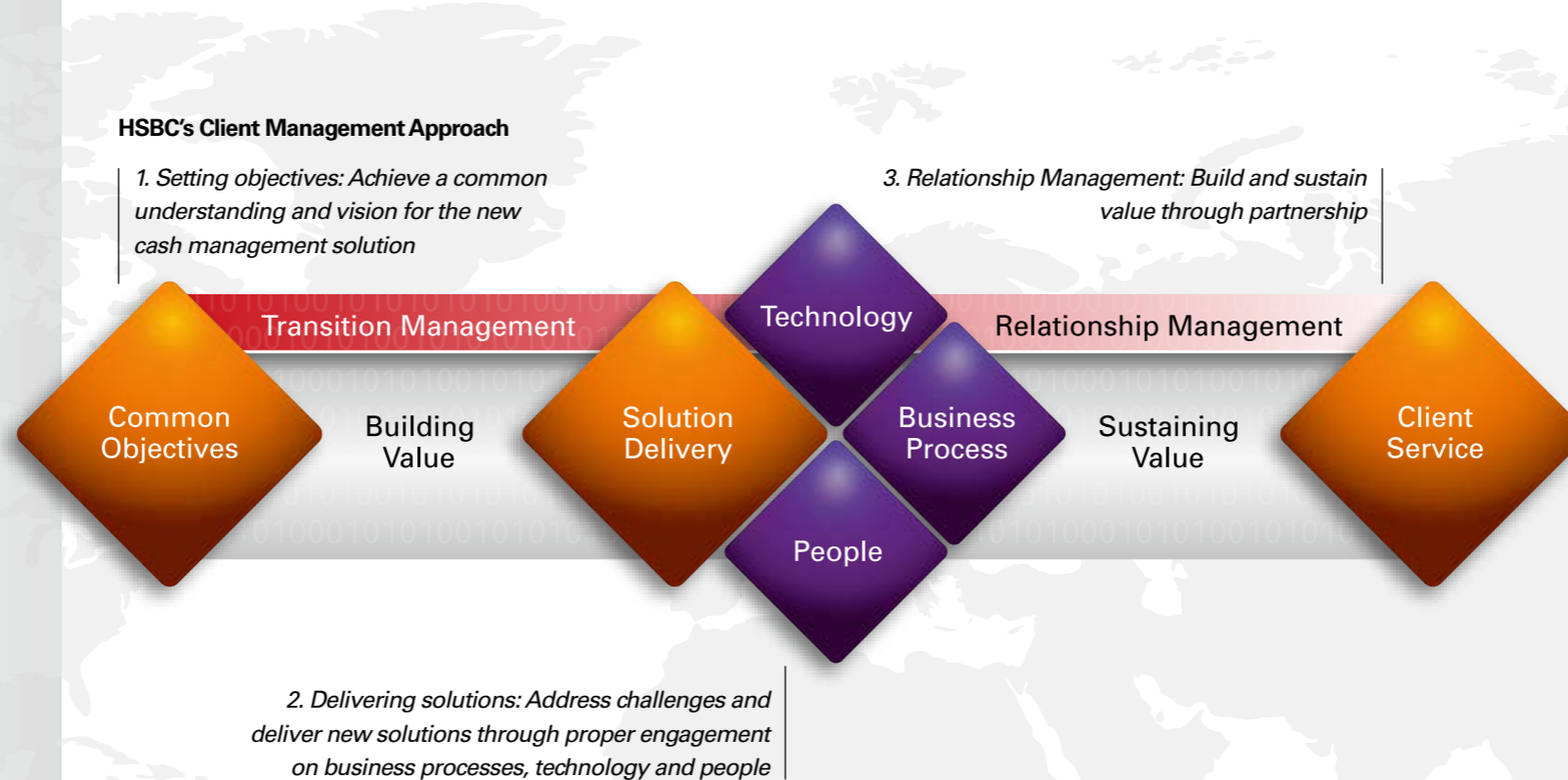
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▶ Leading Client Management Approach. Because we care

At HSBC, we understand that a timely and seamless implementation of your cash management solutions is essential to optimising your financial operations and working capital requirements. We also recognise the need to provide a consistently high level of service to help you harness every opportunity in a dynamic and competitive business environment.

Leveraging on our continued investment in people, technology, and local knowledge, HSBC brings together a team of local and regional Client Management specialists to deliver an unmatched implementation experience and high levels of customer service. We make a difference to your business by delivering on our promises.



Technology

Systems integration is an integral part of the implementation project. Our dedicated specialists are committed to:

- ▶ Developing an integration approach that best fits your system infrastructure and business requirements;
- ▶ Working closely with your IT team and business users to ensure all technical specifications are designed and integrated seamlessly with your ERP or treasury management systems; and
- ▶ Sharing industry best practices on system integration, file and software development

People

At HSBC, we understand effective stakeholder engagement is one of the most important steps in realising the full benefits of the solution that has been so carefully crafted for you. HSBC uses the knowledge gained from discussions with your team and leverages on our experience with other successful implementations to ensure a smooth transition. Our team will be:

- ▶ Meeting with your local and regional teams to understand existing processes and identify areas for improvements;
- ▶ Providing useful tips to your business partners on the new transaction process; and
- ▶ Customising training programmes for your staff to adapt to the new workflow

Client Management Model

HSBC's Client Management team consists of experienced industry sector specialists who exercise a consultative approach to ensure a full understanding of your business needs and objectives.

Through a structured and comprehensive handover process from Sales to the dedicated Client Management team, our framework is supported by in-country Client Management specialists to ensure seamless solution delivery through to ongoing service.

Seamless Solution Delivery: Comprehensive Transition Management

The success of implementing a cash management solution is highly dependent on having common objectives and an effective change management process. Our successful experience in re-engineering financial processes, and engaging stakeholders at every stage is supported by our technology and expertise to ensure a swift and efficient solution delivery.

Business Process

Our certified cash management professionals will lead the implementation project right through to completion. Working in partnership with your team, we develop a customised implementation plan and determine the best approach for a seamless transition by:

- ▶ Understanding potential challenges specific to your business and taking action to minimise disruption;
- ▶ Continuously communicating and tracking implementation milestones and project status; and
- ▶ Monitoring operational efficiency and transaction flows once the solution is fully implemented

Relationship Management: Building and sustaining value through partnership

In order for you to get maximum benefit out of your cash management solutions, ongoing maintenance and evaluation is critical. After the conclusion of an implementation plan, your relationship will continue to grow with our Client Service Team, who will be your point of contact for all day-to-day operational and cash management needs.

Your dedicated Client Service manager not only provides support to enquiries relating to your accounts and transactions, but also schedules regular meetings with you to understand your ongoing needs and business objectives. Having a thorough understanding of your business and operations, we proactively provide updates on regulations and suggestions to streamline and enhance your financial operations. Whether you are looking for opportunities to improve your collection processes, centralising your treasury functions, or expanding into new markets, you can count on your Client Service manager for tailored advice to help you move your business forward.

