

# News Release

22 April 2016

## HSBC supports financial education of college students

HSBC Korea signed Memorandum of Understanding with Social Solidarity Bank (SSB), micro credit organization, to extend the 'Hive Five' project, a financial education programme for undergraduate students, on 21 April.

'Hi Five' refers to the five key elements - financial knowledge, career, health, relationship and confidence – the students can develop through this programme.

The Hi Five project is an enhanced version of 'Hi Five Dream' project delivered in 2015 under which 140 college students learned about the importance of credit and debt management and how to plan their finance for the short and mid term. Under the new Hi Five project, the students will be trained as 'financial welfare consultants' so that they can link what they have learned to their potential career.

Martin Tricaud, President and CEO, HSBC Korea stated, "I am delighted that we not only support young people with financial education but also help them develop their career in the financial industry. I believe this project can guide young Koreans who have a dream to plan their life successfully."

The first session will be held on 9 May 2016 for 80 students.

In Korea, HSBC has long served the community with such programmes as 'HSBC Hope Scholarship,' 'HSBC Microfinance' for social enterprises, 'Aim High Camp,' 'Company Programme,' entrepreneurship programmes for high school students, 'Plant for the Ocean,' an environmental programme to protect Korea's marine eco system, and 'Building Rainwater Community Villages,' a project to tackle water challenges. HSBC Korea also runs HAMSA, a staff volunteer group, and supports a two day paid volunteer leave to encourage staff volunteer activities in the community.

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### **HSBC in Korea**

HSBC first entered the Korean market by opening a presence in Jemulpo (Incheon) in 1897, and it has had a presence for a long time. HSBC is the leading provider of global banking and market services in Korea, and is one of the largest investors amongst foreign banks in Korea with total assets of KRW 20,549 billion as of December 2015. HSBC Korea was awarded 'Best Foreign Commercial Bank' in Korea by FinanceAsia in 2013 and 2015, and was voted the 'Best Domestic Cash Management Bank' in Korea for the sixth consecutive year in Euromoney Cash Management Survey in 2015.

