

## **HSBC NAMED OFFICIAL BANKING PARTNER OF THE EMIRATES AUSTRALIAN OPEN**

**SYDNEY, 18 OCTOBER 2018**

HSBC has today announced it will partner with the prestigious Emirates Australian Open as the Official Banking Partner of its flagship championship golf tournament over the next two years.

The Emirates Australian Open, which is due to take place from 15-18 November 2018 at the Lakes Sydney, will bring some of the world's best players together to compete in Sydney – raising global awareness of the sport, and positioning the city as a world-class golfing destination.

HSBC is one of the largest supporters of golf globally and has played an integral part in creating opportunities that allow golf to thrive around the world. From helping to establish golf in Asia with the HSBC Champions, supporting the development of the women's game, pioneering new technology or developing programmes to support the next generation, HSBC has a proven track record of growing the sport.

HSBC CEO Martin Tricaud, said the new partnership with the Emirates Australian Open was a natural fit for the organisation.

“At HSBC, our business is built on a promise that in partnership we can achieve so much more than on our own. This is why we're delighted to partner with the Emirates Australian Open, working together to help raise interest and participation in the game here in Australia.

“Golf is a vehicle for us to connect with the passion points of new and existing customers, providing unique experiences to help grow stronger relationships. We look forward to helping the sport to continue to thrive in Australia,” Mr Tricaud said.

Mark Hardess, Emirates Australian Open tournament director for promoter Lagardère Sports, said he was thrilled for HSBC to come on board as Official Banking Partner of The Emirates Australian Open.

With recent in-form American players Brandt Snedeker and Keegan Bradley announcing their intent to challenge for our national open title. "It's this global status that makes our event both popular to fans and players and appealing to our select stable of quality sponsors," Mr Hardess said.

The partnership with the Emirates Australian Open aligns with HSBC's global commitment to golf. In the last decade, HSBC has been involved in 45 tournaments worldwide and brought world-class golf events to China, Singapore, the UK and the UAE.

