



HSBC ANNOUNCES PARTNERSHIP RENEWAL WITH THE ARU AND QANTAS WALLABIES

SYDNEY, 17 JUNE 2016: HSBC today announced the renewal of its partnership with the Australian Rugby Union (ARU), continuing its role as the Official Banking Partner of the Qantas Wallabies through to 2019.

Speaking on the announcement Tony Cripps, Chief Executive Officer of HSBC Australia, said: "HSBC, the ARU and the Wallabies have shared great success on and off the pitch since we teamed up three years ago. The decision to renew our partnership makes strategic sense; aligning ourselves with one of the world's most renowned sporting teams."

"As the leading international bank in Australia, we are focused on connecting customers to opportunities and experiences globally. Our partnership with the Wallabies actively supports that ambition by strengthening our customers' connection with their national sporting heroes and celebrating our shared passion for Australian sporting success," he said.

Giles Morgan, HSBC Global Head of Sponsorship and Events said: "We are proud of what this partnership has achieved; it taps into our mantra for supporting the human ambitions and shared interests of our customers. The renewal is an exciting opportunity to continue our deep involvement in Australian rugby," Mr Morgan said.

"HSBC has a long history of supporting rugby around the world and invests in all levels of the sport. Through our ongoing support of the HSBC World Rugby Sevens Series to the grassroots HSBC Volunteer of the Year partnership with the ARU, HSBC is committed to supporting the future successes of the game at all levels."

ARU Chief Executive Officer, Bill Pulver said the renewal of the initial three year deal with HSBC, a company with a global reach and an established presence in Australia, is an endorsement of the growing recognition for Australian rugby talent internationally.

"HSBC's commitment to supporting rugby in Australia and around the world is a great testament to our game. We are most fortunate to have this calibre of corporate partner to help realise the Qantas Wallabies global ambitions. Following a successful World Cup campaign in 2015, HSBC's sponsorship renewal is a real vote of confidence for the game as a whole, and our continued growth in Australia," Mr Pulver said.

"From grassroots clubs right through to the Qantas Wallabies, at the ARU we emphasise the importance of rugby's values of passion, integrity, discipline, respect and solidarity. We are fortunate to have a quality partner like HSBC whose values are closely aligned to ours, which provides a platform for a perfect partnership."



As the Official Banking Partner of the Qantas Wallabies, HSBC will continue to have a significant presence, including signage, ticketing and corporate hospitality at all Wallabies' home matches, as well as player appearances at employee and customer events.

The ARU deal is a continuation of HSBC Australia's strong commitment to rugby in Australia including its 12-year partnership with the Waratahs, the 2013 British & Irish Lions Tour of Australia, and the HSBC World Rugby Sevens Series.

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HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 6,000 offices in 71 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,596bn at 31 March 2016, HSBC is one of the world's largest banking and financial services organisations.

Media Contact:

James Murray

Hill+Knowlton Strategies for HSBC

(02) 9286 1267

james.murray@hkstrategies.com