

23rd April 2012

HSBC CREDIT CARD BRANDS EXCEL IN WHICH? SURVEY

Two [credit card](#) providers in the HSBC group have taken the top positions in a survey of Which? members*.

John Lewis (1st) and First Direct (2nd) are rated highly in a table of Which? Recommended Providers.

Barnaby Jenkins, HSBC Head of Cards, said: 'We are delighted that Which? members have recognised the high level of customer service which we strive for across all our brands at HSBC.'

'Our credit cards and the benefits they offer have been designed with our customers in mind. While the features and benefits differ depending on the varying requirements of our customers, the common factor is the high level of service we aim to offer.'

Table shows the credit card providers rated top for customer satisfaction by Which? members, and have at least one market leading credit card product

| | | Customer score |
|---|-------------------|----------------|
| 1 | John Lewis | 89% |
| 2 | First Direct | 84% |
| 3 | Saga | 81% |
| 4 | Co-operative Bank | 80% |

*Customer scores based on a survey of 15,417 Which? Connect online community members, carried out between September 2011 and February 2012.

For more information visit www.which.co.uk/creditcards

ENDS

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Notes to Editors:

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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 7,200 offices in over 80 countries and territories in Europe, the Asia-Pacific region, North and Latin America, the Middle East and Africa. With assets of US\$2,556bn at 31 December 2011, HSBC is one of the world's largest banking and financial services organisations.