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HSBC PLEDGES TO HELP 750 UNEMPLOYED YOUNG PEOPLE SECURE EMPLOYMENT BY THE END OF 2015

- Traineeship programme in partnership with The Prince's Trust set to expand

HSBC has committed to expand its traineeship programme for the remainder of 2014 and into 2015 to provide 750 young people with the skills and experience they need to access entry-level job opportunities. The four week vocational training course was launched in early 2014, when three pilot courses took place in London, Birmingham and Sheffield. Since then, 20 of the young people who took part have gone on to secure permanent jobs with HSBC.

The Traineeship Programme, which is based on an existing Prince's Trust customer services course, aims to give young people the customer service skills required to enter financial services and other industrial sectors and includes an introduction into customer service and a basic introduction to banking.

All of the young people who successfully complete the programme receive support from The Prince's Trust to help them into work or training. They will also be guaranteed an interview to join HSBC as a permanent employee and if successful, their career will then be developed through the bank's established apprenticeship programme.

The course was created alongside the [Opportunity Partnership](#), a partnership between HSBC and four charities – Catch22, St Giles Trust, The Prince's Trust and Tomorrow's People - transforming the lives of disadvantaged young people in the UK through opportunities in education, training and work. In the first year of the Opportunity Partnership, over 9,000 disadvantaged young people have been helped into education, training and employment. The partnership aims to help 25,000 young people into work, education or training over three years.

John Morewood, head of emerging talent Europe at HSBC said:

"By working together, The Prince's Trust and HSBC have shown that when we provide meaningful work experience, customer service and employability skills, we can give young people the confidence to help them secure a job on their own ability. In a small way, we can help reduce youth unemployment and improve the lives of young people. We are very much looking forward to expanding the programme in 2015, helping bringing us to a total of 750 young people helped throughout the UK."

Martina Milburn CBE, chief executive of The Prince's Trust said:

Martina Milburn CBE, Chief Executive, The Prince's Trust, said: "This announcement demonstrates a real commitment from HSBC to tackle youth unemployment and make the financial sector more accessible to disadvantaged young people. By working with The

Prince's Trust, the bank has developed a pioneering traineeship programme that will help unemployed young people gain the skills and confidence they need for work."

"We are now calling on other employers in all sectors to work with us and give many more young people the chance to succeed.

-Ends-

Notes to editors

Case studies of trainees available on request

About the Opportunity Partnership

The Opportunity Partnership three-year £30 million investment is a collaboration between HSBC and four charities – Catch22, St Giles Trust, The Prince's Trust and Tomorrow's People - specialising in employment, training and education of disadvantaged young people. The partnership, launched in April 2013, will help 25,000 disadvantaged 16 to 25 year olds into education, training or work; empowering the most disadvantaged young people with the confidence and skills to demonstrate to employers how they are potential future employees. One year on, over 9,000 disadvantaged young people have been helped into education, training and employment.

The Prince's Trust

Youth charity The Prince's Trust helps disadvantaged young people to get their lives on track. It supports 13 to 30 year-olds who are unemployed and those struggling at school and at risk of exclusion. Many of the young people helped by The Prince's Trust are in or leaving care, facing issues such as homelessness or mental health problems, or they have been in trouble with the law. The Trust's programmes give vulnerable young people the practical and financial support needed to stabilise their lives, helping develop self-esteem and skills for work. Three in four young people supported by The Prince's Trust move into work, education or training. The Prince of Wales's charity has helped 750,000 young people since 1976 and supports over 100 more each day. Further information about The Prince's Trust is available at princes-trust.org.uk or on 0800 842 842.

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The HSBC Group

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With assets of US\$2,758bn at 31 March 2014, HSBC is one of the world's largest banking and financial services organisations.