



9 March 2016

## FIRST HSBC UK BRANCH UNVEILED IN BIRMINGHAM NEW STREET

The first HSBC UK branded branch has been unveiled this week in Birmingham New Street, the bank's busiest branch in the UK and the closest to the site of its new UK head office at Arena Central.

The rebranding from HSBC to HSBC UK will help differentiate HSBC's ring-fenced bank in the UK – which will serve personal and business customers – from its non-ring-fenced bank, ahead of new legislation coming into effect on 1 January 2019.

The decision was announced in September and followed consultation with customers and employees.

Solihull will become the second branch to carry the new HSBC UK signage in April and the remainder of HSBC's network of branches will be rebranded throughout 2016 and 2017.

**Nigel Hinshelwood, Head of UK and Deputy CEO of HSBC Bank plc, said:** “As we create the head office of HSBC UK in the heart of Birmingham, we are pleased to rebrand Birmingham New Street as the first HSBC UK branch in the country.

“Our roots in the UK began in Birmingham with the opening of the first branch of the Birmingham and Midland Bank in 1836. 180 years later, we are building a new and better bank for our customers through the creation of HSBC UK.”

**Ends**

### **Media enquiries:**

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### **HSBC Bank plc**

HSBC serves c17 million customers in the UK and employs approximately 45,000 people. In the UK, HSBC offers a complete range of personal, premier and private banking services including bank accounts and mortgages. It also provides commercial banking for small to medium businesses and corporate and institutional banking services. HSBC Bank plc is a wholly owned subsidiary of HSBC Holdings plc.

### **The HSBC Group**

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 Asia, Europe, North and Latin America, and the Middle East and North Africa. With assets of US\$2,410bn at 31 December 2015, HSBC is one of the world's largest banking and financial services organisations.