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POULTER WINS SECOND WGC TITLE IN DONGGUAN

Victory for Englishman comes on the day HSBC commits to a three-year sponsorship extension of Champions tournament to 2015

A dramatic victory for Ian Poulter completed a historic day in the sun for the WGC-HSBC Champions tournament at Mission Hills, Dongguan, China.

Ryder Cup hero Poulter grabbed the glory and his second World Golf Championships title with a final day round of 65 for a 21-under-par total 267 on the day sponsor HSBC committed to a three-year extension of their sponsorship of the tournament.

Poulter, who has played in all eight renewals of the WGC-HSBC Champions, shot a second successive score of -7 to repel the challenge of four time major winner Phil Mickelson, Open Champion Ernie Els plus joint-overnight leaders Lee Westwood and Louis Oosthuizen.

The 36-year-old, who won the WGC-Accenture Matchplay Championships in 2010, said: "It's a great and fantastic feeling, especially after the Ryder Cup to get my hands back on a great trophy like this. The HSBC Champions is a great tournament and one that I have enjoyed coming to for many years.

"Winning this is part of a continuation of the Ryder Cup and I am riding that wave as much as I possibly can and hopefully I can continue to bottle as much of that as I possibly can. I know I've got the golf game to go out there and win majors."

Poulter's win came on the day that HSBC signed a three-year extension to its sponsorship of the WGC-HSBC Champions, signalling the dawn of a brand new era for golf in Asia.

The prestigious tournament will be moving back to Sheshan International Golf Club in Shanghai in 2013 after this year's event was staged at Mission Hills, Dongguan.

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From 2013 the WGC-HSBC Champions will become part of the PGA TOUR's FedExCup schedule with money earned counting as official money on the PGA TOUR and the winner earning a three exemption on the tour. The event will also award full FedExCup points plus the 10% premium awarded to all WGC events, putting the tournament in line with the other WGC events. The WGC-HSBC Champions purse will also increase from US\$7 million to US\$8.5 million.

HSBC Global Head of Sponsorship and Events Giles Morgan said: "Today has been a great day for Ian, a great day for golf and a great day for HSBC. As the last four days have illustrated yet again, the WGC-HSBC Champions is a world class event which is right up there with the best that this great sport has to offer.

"We are just weeks away from our tenth anniversary as a major international sponsor of golf and this is the ideal way to start the celebrations – a great winner and three more years of world class golf to enjoy in China.

"From next year the event will return to Shanghai and Sheshan International Golf Club and this announcement feels more like a rebirth than renewal. Since we came to China in 2005 we have seen the game develop beyond all recognition and the WGC-HSBC Champions has proved to be the perfect stage for golf in Asia to come of age."

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About the WGC-HSBC Champions

Since its inception in 2005, HSBC Champions has set new benchmarks for golf in Asia. The qualification criteria that ensure a field of winners from all over the world have produced some of the highest quality and most significant tournaments seen anywhere on the continent. Previous winners of HSBC Champions include David Howell from England (2005), Yang Yong-Eun from South Korea (2006), Sergio Garcia from Spain (2008), Phil Mickelson from the USA (2007 and 2009), Francesco Molinari from Italy (2010) and Martin Kaymer from Germany (2011). In 2009, the HSBC Champions was elevated to a World Golf Championships event to become the WGC-HSBC Champions. It has a

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prize fund of USD7 million and this year will be held from 29 October-4 November at Mission Hills, Guangdong.

About HBSC:

HSBC provides a comprehensive range of financial services to around 89 million customers through four global businesses; Global Retail Banking and Wealth Management, Global Commercial Banking, Global Banking and Markets and Global Private Banking.

The HSBC Group

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 6,900 offices in over 80 countries and territories in Europe, the Asia-Pacific region, North and Latin America, the Middle East and North Africa. With assets of USD2,652bn at 30 June 2012, the HSBC Group is one of the world's largest banking and financial services organisations.

HSBC Golf Sponsorships

HSBC's global commitment to golf encompasses all levels of the game, from grassroots to elite. HSBC is a Patron of The Open Championship and this partnership with The Royal & Ancient creates a centre of gravity in a global golf portfolio that spans HSBC's key markets. In Asia, HSBC has spearheaded the arrival of world-class golf events, with its flagship WGC-HSBC Champions in Shanghai and HSBC Women's Champions in Singapore. The WGC-HSBC Champions is renowned as 'Asia's Major' and was once described by 14-time Major winner and former World Number 1 Tiger Woods as "The crowning jewel of all of Asian golf."

HSBC has been co-title sponsor of the Abu Dhabi HSBC Golf Championship since 2010 and the event has quickly become one of the biggest events on the European PGA Tour calendar. As golf returns to the Olympic Games for Rio 2016, HSBC is presenting sponsor of the LPGA Brasil Cup, the nation's one genuinely global golf event.

However, underpinning those blue-riband events is a longer-term goal to create a legacy from HSBC's global tournaments through its sponsorship of youth development and grassroots programmes. As well as committing to the professional game, HSBC has a longer-term goal to create the legacy through sponsorship of youth development and grassroots programmes around the world. In China, HSBC supports the HSBC China Junior Golf Program – a sustainable long-term structure and framework upon which the future of Chinese golf is being built. This includes the HSBC-sponsored China National Junior Team, the HSBC China Junior Open and the HSBC National Junior Golf Championship: a year-long series of tournaments designed to give China's elite junior golfers the competitive platform they need to develop their game. In the UK HSBC is sponsor of HSBC Golf Roots – The Golf Foundation's national development programme which promotes the sport in schools, helps youngsters into clubs, and uses golf to promote important life skills such as honesty and respect.

For more details on HSBC's golf activities, visit www.hsbcgolf.com

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