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## Cover theme

### Strong

Our signature financial strength is built upon a basic philosophy: we take deposits first and then we lend.

### Steadfast

We have supported our customers throughout the downturn, making credit available and providing a safe home for deposits.

### Sustainable

We are committed to delivering long-term sustainable value to our customers, shareholders and employees.

## Cover image

A panoramic view of Shanghai's Pudong district skyline from the Huangpu River showing HSBC's new China headquarters (front cover, centre), due to open in mid-2010. One of Shanghai's first office towers to achieve a Leadership in Energy and Environmental Design gold pre-certification rating, the building is located in the heart of the financial district. HSBC occupies 22 of its 53 floors, providing office space for some 3,000 employees. The investment in this new building not only serves as a reminder of HSBC's roots – the bank was founded in Hong Kong and Shanghai in 1865 – but it also symbolises the Group's commitment to China and its confidence in Shanghai as a rapidly developing international financial centre.

