



PRESS RELEASE

XIRING to represent France at the European Business awards, Europe's most competitive business awards competition

Suresnes, 29 April 2010: The European Business Awards sponsored by HSBC today announced that XIRING, a security solutions provider for electronic transactions, is selected in the prestigious 2010 Awards programme, as one of 25 Country Representatives for France and will now compete for a coveted Ruban d'Honneur in the next round of the competition. Final category Award winners will be unveiled in Paris on 16th November 2010.

The European Business Awards is dedicated to raising the visibility and progress of companies who excel in delivering innovation twinned with successful commercial results whilst acting responsibly and positively affecting the social environment they operate in.

Now in its fourth successful year, the European Business Awards has identified some of Europe's brightest businesses based on their ability to demonstrate the three core principles at the heart of the Awards programme. The esteemed panel of judges was looking for organisations to represent France who exhibited innovation, business excellence and sustainability.

XIRING beat off stiff competition to be selected as one of 25 Country Representatives and will now compete for a coveted Ruban d'Honneur in the next round of the competition. Final category Award winners will be unveiled in Paris on 16th November 2010.

Georges Liberman, Chairman & CEO of XIRING says: *"At XIRING we're absolutely thrilled to be selected among 25 companies to represent France in this competition. It's an honour to be recognised as one of the leading organisations in our country. We're looking forward to the next round of the competition".*

Adrian Tripp, CEO of the European Business Awards adds: *"Over the past 4 years we've received an incredibly high standard of entries from organisations who are passionate about their business. However, very few get the chance to fly the flag for their country and compete*

across Europe to be recognised as one of the EU's leading companies. It really is an exceptional accolade to be picked as a Country Representative, and together with HSBC we're looking forward to seeing XIRING representing France in the next round'.

About XIRING

XIRING, a security solutions provider for electronic transactions, develops security software embedded in smart card readers and terminals for strong authentication and electronic signatures. XIRING is the market leader in SESAM-Vitale healthcare terminals for generating and signing electronic medical claim forms or for updating healthcare cards in France and also works alongside authorities in the field of healthcare system dematerialization in international markets. In the area of electronic identity (e-ID), XIRING proposes a broad range of solutions for public authority staff and citizens to meet the latest market challenges with secure electronic identity documents systems: national electronic identity cards, electronic passports, public transport cards and professional cards. XIRING is listed on the Alternext compartment of the NYSE-Euronext Paris stock exchange. For further information: www.xiring.com

About the European Business Awards 2010

The European Business Awards recognises and rewards excellence, best practice and innovation in companies across the European Union. The competition is free to enter and open to organisations of all sizes and from any industry sector.

The European Business Awards programme serves three purposes for the European business community:

- It provides examples for the business community to aspire to
- It celebrates and endorses individual's and organisation's success
- It provides case studies and content for learning from these exceptional organizations

An innovative, strong and thriving business community makes a successful and prosperous Europe.

For more information: Visit: www.businessawardseurope.com

About HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 8,500 offices in 86 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,422 billion at 30 June 2009, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

CONTACTS

XIRING

Leslie JUNG
Tel: +33 (0)1 46 25 80 23
pressoffice@xiring.com

HOTWIRE

Christophe GOUDY
Tél. : +33 (0)1 43 12 55 47
Christophe.goudy@hotwirepr.com

European Business Awards

Ivor Peters
Tel: +44 (0) 207 234 3535
ivor.peters@businessawardseurope.com