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31 May 2017

Dear Customer

Hello, I'm Amanda Murphy, and I'm the new Head of Commercial Banking for HSBC in the UK.

I've worked with the bank all over the world and in recent years I've led the teams that look after UK banking for every size of business, first for small firms and most recently for corporates. That's helped me appreciate the needs of business owners and leaders, and the different ways we can support your growth.

We're also here to support British businesses by helping you access world markets, and keeping your finances safe and secure.

My commitment to you

It's our job to make your life easier and I am personally committed to making sure your dealings with the bank are as straightforward as possible. I appreciate the different needs of every size of business and I'm very aware the most useful thing we can do is provide you with a flexible and efficient banking service.

Making banking easier

With that in mind, we've been investing in technology over the past few months to save you time and make it easier to bank with us. Some of the initiatives we've introduced include:

- Digital forms for our most popular transactions - so you can bank from anywhere including your home or office and saving time to spend running your business
- Selfie ID, a mobile app that lets you verify your identity with a photo
- Opening accounts online – new document upload capability enabling customers to complete some account opening online

We're always looking for new ways to bring you a better service. And the industry is recognising that. For the last two years, Euromoney magazine have named us Best Cash Manager in the UK. And in 2016, we were Global Finance Magazine's Best Trade Finance Bank in the UK, and International Financing Review's Loan House of the Year.

I'm proud to work for such a great bank, and I'm looking forward to partnering with you.

Continued...

Stay in touch

We have more improvements landing shortly, all designed to make it easier to bank with us. I'll be in touch again very soon with updates on these. But if you have any questions or suggestions about our service, please do get in touch.

You can contact us through Business Telephone Banking on **03457 606060**.

Thank you again for banking with us.

Yours faithfully



Amanda Murphy

Head of Commercial Banking, HSBC UK