



**HSBC BANK'S SMALL BUSINESS SPOTLIGHT SERIES
ROLLS OUT THE RED CARPET IN HOLLYWOOD**

The latest installment of the multi-part campaign highlights the BCD Company, a Los Angeles-based premiere entertainment entity that unites Brawler, Baron VR, and Fortune Films

LOS ANGELES, October 7, 2019 – [HSBC Bank](#) USA, N.A., (HSBC), part of HSBC Group, one of the world's largest banking and financial services organizations, today announced the next installment in its [Small Business Spotlight Series](#)— a multi-part campaign profiling the bank's Retail Business Banking customers, including how these small businesses are driving local economies.

The latest instalment of the series highlights The BCD Company - the only Los Angeles-based company to be featured. The BCD Company is a network of creative entities comprised of Brawler LA, Fortune Films, and Baron VR. The BCD Company unites areas of expertise to produce dynamic content that sparks the imagination and garners millions of views worldwide.

"Small business owners are an integral part of our communities and the economic engine that drives our economy," says Shaun McDougall, Head of Retail Business Banking at HSBC USA. "By highlighting businesses like The BCD Company, we're showcasing the owner's entrepreneurial spirit, which in turn helps fuel America's economic prosperity. As they are creating jobs and opportunities, it's our goal to help them achieve their ambitions in a financially responsible way. The Small Business Spotlight Series recognizes our customers for their great contributions to the community and their tireless efforts to achieve success."

The BCD Company creates hundreds of jobs a year through film shoots in numerous locations including, in the past 12 months alone, California, Montana, Illinois, Nevada, Utah, Colorado, and Thailand. To mitigate waste and aid communities in each location, leftover food and meals from shoots are donated to charitable organizations that feed those in need. As often as possible, the company works with vendors who use sustainable practices and always seeks to collaborate with people and companies with impeccably clean track records in the entertainment business on all fronts.

"We are honored to be recognized by business banking leader HSBC as they highlight their fusion proposition," said Caspar von Winterfeldt, Co-Founder/Executive Producer of The BCD Company. "Our industry is the entertainment business - and those two, business and entertainment, go hand-in-hand to make it possible to bring exceptional content to life. Being profiled in the spotlight series is a meaningful acknowledgement of the work we strive to do with the sole purpose of excellence across all channels, including banking."

HSBC Fusion

The first of its kind for HSBC in the US, HSBC Fusion is designed to facilitate account management for small and medium sized business owners. Customers are

assigned one point of contact for both their business and personal banking needs, as well as the ability to take advantage of a single internet banking platform providing views of their business and personal relationship. By integrating business, personal and wealth on a single digital platform, HSBC Fusion provides business banking customers like the BCD company more clarity into their finances, helping them save time and get ahead with easy access to funding, advice and opportunities.

“We’re excited and honored to recognize the critical contributions of America’s entrepreneurs and small business owners through this vide series,” said Mary Makfinsky, Retail Business Banking National Sales Manager, HSBC USA. “According to the National Small Business Association, more than half of Americans either own or work for a small business, and they create about two out of every three new jobs in the U.S. each year. The BCD Company is a shining example of a company that is thriving engine of the community, employing hundreds of individuals and helping fuel our economy.”

To learn more about HSBC Fusion and the Small Business Spotlight Series, click [here](#).

HSBC Bank USA, National Association (HSBC Bank USA, N.A.) serves customers through retail banking and wealth management, commercial banking, private banking, and global banking and markets segments. It operates bank branches in: California; Connecticut; Washington, D.C.; Florida; Maryland; New Jersey; New York; Pennsylvania; Virginia; and Washington. HSBC Bank USA, N.A. is the principal subsidiary of HSBC USA Inc., a wholly-owned subsidiary of HSBC North America Holdings Inc. HSBC Bank USA, N.A. is a Member of FDIC. Investment and brokerage services are provided through HSBC Securities (USA) Inc., (Member NYSE/FINRA/SIPC) and insurance products are provided through HSBC Insurance Agency (USA) Inc.

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. HSBC serves customers worldwide from offices in 65 countries and territories in our geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,751bn at 30 June 2019, HSBC is one of the world’s largest banking and financial services organisations.

The BCD Company was formed in 2018 by veteran film and commercial producers Brian Scott Robinson, Caspar von Winterfeldt and Douglas Young Riggs. It holds interests in various associated industries, including digital media and media tech. Collaborating with motion picture studios, networks, brands and agencies, The BCD Company and its subsidiaries produce advertising campaigns, VR/AR experiences, and feature films that engage and entertain.

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