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## **M & S BANK ARENA UNVEILS NEW BRANDING**

- **The rebrand of Liverpool's top entertainment venue – the M&S Bank Arena – is complete**

The M&S Bank Arena Liverpool rebrand has been unveiled after M&S Bank became the official naming partner of the city's number one venue for entertainment.

Sue Fox, CEO of M&S Bank, said: "It's absolutely fantastic to start 2019 with the launch of the M&S Bank Arena - we're incredibly proud to be the official naming partner of Liverpool's top venue for music, sport, comedy and family entertainment and it's a really proud moment for us to see the rebrand complete across the entire venue."

The M&S Bank Arena is set for a busy year in 2019, which will see it host high profile artists such as George Ezra, Little Mix, Rod Stewart and Mumford and Sons. The Netball World Cup is set to attract tens of thousands of global visitors when it comes to the city in July.

Bob Prattey, CEO of The ACC Liverpool Group, which includes the M&S Bank Arena, said: "Last year we celebrated the arena's 10<sup>th</sup> birthday and the next decade is going to be equally significant as we develop the programme, working closely with M&S Bank, a major brand that shares our ambitions for establishing the venue on a truly national and international scale.

"This year's event calendar is our most varied and exciting to-date, ranging from Strictly Come Dancing – which took place on Tuesday in the rebranded M&S Bank Arena - along with a host of sporting events, concerts and family entertainment."

The venue has hosted over 1,350 performances since it first opened its doors in 2008. Entertainment highlights have included the MTV Europe Music Awards, the Davis Cup, Sir Paul McCartney, the MOBO Awards and BBC Sports Personality of the Year.

It has welcomed 5.9 million visitors since opening and the campus, also home to ACC Liverpool and Exhibition Centre Liverpool, has generated £1.6billion in economic benefit for the Liverpool city region.

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### **About M&S Bank**

M&S Bank (the trading name of Marks & Spencer Financial Services plc) launched in 2012 on the foundations of M&S Money, which was established in 1985 as the financial services division of Marks and Spencer plc. In November 2004, HSBC bought 100 per cent of the share capital of Marks and Spencer Retail Financial Services Holdings Limited.

Today, M&S Bank operates as a joint venture arrangement between HSBC and Marks & Spencer, however, M&S Bank has its own banking licence and its own Board.

M&S Bank offers a broad range of financial products, including mortgages, current accounts, the M&S Credit Card, and a range of loans, savings and general insurance products, while its travel money offering boasts the widest range of currencies available on the high street. M&S

# M&S BANK

Bank has 29 branches and over 120 bureaux de change located in M&S stores across the UK. M&S Bank services almost 4 million customers.

## **HSBC UK**

HSBC serves c17 million customers in the UK and employs approximately 43,000 people. In the UK, HSBC offers a complete range of personal, premier and private banking services including bank accounts and mortgages. It also provides commercial banking for small to medium businesses and corporate and institutional banking services. HSBC Bank plc is a wholly owned subsidiary of HSBC Holdings plc.