**ANALYTICAL DECISION MAKING**

**Learning Outcome 2: ACTIVITY 12**

**HSBC Annual Report 2016 - analysis**

*In small groups/pairs*

Review the HSBC account highlights at <http://www.hsbc.com/investor-relations/group-results-and-reporting/annual-report>.

Start by studying the trends information in the Highlights on page 2 of the Annual Report 2016.

1. How do you interpret the trends of the business over the past 3 years?
2. From your general knowledge, what reasons can you give for the changes in results over the past three years?

Discuss with your group.