HSBC

News Release

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HSBC PREMIER TO OFFER JAPAN'S FIRST CHINA ACCOUNT OPENING SUPPORT SERVICE

HSBC Premier, the international banking and wealth management service of the HSBC Group, one of the world's largest banking and financial services organisations and the leading international emerging markets bank, will begin offering a China account opening support service for customers based in Japan from 27 May, 2010.

The new service offers customers the opportunity to open both renminbi and foreign currency accounts with HSBC in China, simply and conveniently from Japan, and also includes a local ATM Card[1] and online banking. HSBC is the first bank[2] to offer individual customers the opportunity to open a renminbi account in China seamlessly and efficiently.

HSBC Premier commenced overseas account opening support services to other HSBC sites in May 2009, and today, customers in Japan have the opportunity to open accounts in Hong Kong, New Zealand, Singapore and the United States through any one of the seven HSBC Premier Centres located in the Tokyo Metropolitan and Kansai areas. Using the "Overseas HSBC Premier Account Opening Support Service" each customer receives personalised account opening support and assistance in completing all the necessary application forms free of charge[3]. This is one of many services enjoyed by HSBC Premier customers in Japan.

Following China's earlier than expected recovery from the global financial crisis and its growing presence on the world economic stage, there has been a strong increase in demand from individuals seeking to open a China bank account. This demand is being driven by both individual investors seeking new investment opportunities and by people who visit China regularly on either business or leisure.

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Commenting on the new service, Godfrey Swain, Managing Director and Head of Personal Financial Services in Japan said, "Founded in Hong Kong and Shanghai in 1865, HSBC is the leading international bank operating in China today, with over 90 outlets in 20 cities. This makes us ideally placed to offer our individual customers renminbi account opening support services for the first time in Japan. Going forward, HSBC Premier will continue to develop groundbreaking products and services to meet customers' diverse needs and respond to the rapid changes being brought about through globalisation."

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Footnotes:

1: Upon opening an account, a customer has the option of either having the ATM card delivered via mail, or travelling to China to pick up the card. However, the customer must visit the appropriate HSBC branch in China to obtain the PIN number**.**

2: According to research conducted by HSBC as of 25 May 2010.

3: In providing overseas account opening support, HSBC will serve as an intermediary in processes including solicitation. The account opening agreement is concluded between the local bank and the customer. Consequently, it is subject to the judgment of the subject overseas location and in some cases account opening requests may be refused.

Notes to editors:

1. HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 8,000 offices in 88 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US$2,364 billion at 31 December 2009, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

2. The Hongkong and Shanghai Banking Corporation Limited in Japan

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. It established its first branch in Japan in Yokohama in 1866, making it the oldest bank operating in Japan today. It has branch offices in Tokyo and Osaka, providing commercial banking, private banking and personal wealth management services.

3. HSBC Premier

Launched in 2000 and with international services starting in May 2007, HSBC Premier is the first truly global personal wealth management service offering individually tailored financial solutions for the growing number of mass affluent individuals. Globally, HSBC Premier serves over 3.6 million customers through 350 international Premier Centres in 45 countries and territories. In Japan, HSBC Premier launched in January 2008 targeting individuals with liquid financial assets exceeding JPY10 million. HSBC Premier operates seven branches in the Tokyo Metropolitan (Akasaka, Ginza, Hiroo, Ikebukuro, Marunouchi, Yokohama) and Kansai (Kobe) areas.

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