

16 February, 2010

**HSBC GLOBAL ASSET MANAGEMENT TO LAUNCH
“HSBC ASIA QUALITY EQUITY OPEN”**

HSBC Global Asset Management (Japan) K.K. today announced the launch of “HSBC Asia Quality Equity Open”. Applications for the fund will commence on 1 March, 2010, with the fund scheduled to formally launch on 23 March, 2010.

The new fund follows the successful launch of “HSBC China Quality Equity Open” in April 2009 and similar to this fund, “HSBC Asia Quality Equity Open” is also managed by the HSBC Group’s Halbis Capital Management (Hong Kong) which has a track record of over 35 years managing Asian equities including China and India equities.

Following the financial crisis of 2008, a paradigm shift is taking place in the world’s economy from developed countries to emerging markets, particularly Asian markets. As the centre of economic gravity shifts eastward, the Asian economy is expected to enjoy growth of 7.8%¹ in 2010.

Key drivers of this economic growth in Asia are the expanding consumer markets in China and India and it is anticipated that future high growth companies will be those having good access to these large consumer markets. From an investment perspective, future high growth companies are expected to be “quality companies” having a strong brand, solid marketing expertise to broaden their market share, and sufficient cash for investment and acquisition. The fund is managed through selecting the “best of the best” quality equities.

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Key Features of the Funds

1. “Family fund” type structure
2. The funds will mainly invest in Asian equities which are expected to deliver stable profits or high dividends.
3. The fund will aim to pay dividends annually
4. Fund is to be managed by Halbis Capital Management (Hong Kong)
5. No currency hedge

Distributors (planned)

Ichiyoshi Securities, Musashi Securities, Niigata Securities and Socius Securities

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Notes to editors:

1 HSBC Global Research Asian Economics, January 2010

HSBC Group

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 8, 500 offices in 86 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2, 422 billion at 30 June 2009, HSBC is one of the world’s largest banking and financial services organisations.

HSBC Global Asset Management

HSBC Global Asset Management comprises four specialist businesses: Halbis, Sinopia, Multimanager and Liquidity. These four businesses manage assets of US\$390.1 billion at 30 June, 2009. Through its network of offices in over 30 countries and territories around the world, HSBC Global Asset Management develops strong relationships with corporates, institutions and financial intermediaries of all sizes and types. HSBC Global Asset Management acts as the global representative of its specialist investment businesses. HSBC Global Asset Management is part of HSBC Global Banking and Markets, a division of HSBC Holding plc.

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