



15 November 2007

HSBC PREMIER CENTRES TO OPEN IN AKASAKA AND HIROO, TOKYO IN JANUARY 2008

HSBC, one of the world's largest banking and financial services organisations, with headquarters in London, announced today that it plans to open HSBC Premier Centres in Akasaka and Hiroo, Tokyo, in January 2008. These branches will mark the beginning of a nationwide network of HSBC Premier Centres that will be rolled out in Tokyo, Osaka and other major cities in Japan, subject to the approval of the Financial Services Agency (FSA).

The new branches, when launched, will offer mass affluent customers a seamless, superior banking experience, combining personalised services through a dedicated Relationship Manager and the very latest in cutting-edge banking technology. HSBC's Premier Relationship Managers are specifically trained to address the unique financial needs of customers by providing tailored wealth management consultation services.

Francois Moreau, Managing Director, Head of Personal Financial Services (Japan), The Hongkong and Shanghai Banking Corporation Limited, a member of the HSBC Group, said, "We are excited at the prospect of opening our first HSBC Premier Centres in the upscale areas of Akasaka and Hiroo, locations that match the qualities of the HSBC Premier brand. The HSBC Premier Centre Akasaka Branch will open in a new prominent building in central Akasaka, while the Hiroo Branch will open in Hiroo Plaza. Both branches are conveniently located for potential HSBC Premier customers."

HSBC has already received approval from the FSA to open the Hiroo Branch. The opening of the Akasaka Branch is currently subject to the formal approval of the FSA.

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Principal members of HSBC in Japan are:
The Hongkong and Shanghai Banking Corporation Limited
HSBC Securities (Japan) Limited
HSBC Investments (Japan) K.K.

HSBC Premier Centres to open in Akasaka and Hiroo/2

Notes to editors:

HSBC Holdings plc

HSBC Holdings plc serves 125 million customers worldwide through around 10,000 offices in 83 countries and territories in Europe, the Asia-Pacific region, the Americas, Middle East and Africa. With assets of some US\$2,150 billion at 30 June 2007, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as "the world's local bank."

The Hongkong and Shanghai Banking Corporation Limited

Established in Hong Kong and Shanghai in 1865, 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. With branches in Tokyo and Osaka, the bank primarily provides corporate financial services to Japanese and multinational corporations.

HSBC Premier

Launched internationally 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 2 million customers through 250 international Premier Centres in 35 countries and territories. In Japan, the HSBC Premier service will target individuals estimated to have liquid financial assets of at least JPY10 million.

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