



6 December, 2007

HSBC TO LAUNCH ITS FIRST CREDIT CARD IN JAPAN

HSBC PREMIER CREDIT CARD TO BE LAUNCHED IN COLLABORATION WITH MasterCard® AND MITSUBISHI UFJ NICOS

HSBC, one of the world's largest banking and financial services organisations, today announced that it plans to launch its first credit card in Japan. The new HSBC Premier Credit Card (international brand – MasterCard®) will be available exclusively to HSBC Premier customers for no annual fee following the planned commencement of the HSBC Premier wealth management service in January 2008.

The HSBC Premier Credit Card is the most premium type of credit card offered globally by the HSBC Group and will offer HSBC Premier customers an array of special privileges and personalised services to match their needs and lifestyles.

Main Features of the HSBC Premier Credit Card

- **No Annual Fees & Free Supplementary Card for Family Members**
HSBC Premier Credit Card is available to all HSBC Premier account holders for no annual fee. Supplementary cards are also available free of charge for family members, entitling them to the same benefits and services as the primary account holder.
- **Rewards and Mileage Programme**
Best-in-class rewards programme offering one point per 100 yen spent, or one percent of the total amount spent.

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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.

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Points can be redeemed for:

- Air miles
- Charitable donations to Earthwatch Institute - Japan
- Gift coupons for use at department stores, home centres and other retail stores
- Cash

Additional programme partners will be announced in the near future.

- **Home and Away Programme**

Exclusive worldwide shopping, dining, leisure and entertainment discounts and privileges at around 9,000 merchant outlets in over 40 nations and territories. Card holders can choose from a wide range of exclusive deals and offers from world famous brands, luxury hotels and Michelin-star restaurants both in Japan and overseas.

- **MasterCard Moments**

HSBC Premier Credit Card cardholders qualify for participation in the MasterCard Moments service. This online service introduces the benefits and privileges being offered by MasterCard Moments partners both overseas and in Japan. When traveling overseas, cardholders can avail themselves of specially selected luxury hotel resorts, spas and golf courses. In Japan, cardholders can enjoy discounts of up to 20% at select Japanese-style luxury hotels known as “Shifuku-no-yado”, as well as “The Taste of Premium” luxury lifestyle programme offering reservation services and special discounts that apply to more than 300 participating luxury hotel resorts, spas, golf courses, cruise services and private jets.

- **Insurance Coverage**

Goods purchased with HSBC Premier MasterCard are insured up to a value of 3 million yen in the event of damage.

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The card is accepted at over 25 million locations worldwide, one of the largest global member store networks, and also offers access to over 25 airport lounges in Japan.

Card issuance and management operations will be managed in corporation with Mitsubishi UFJ NICOS Co., Ltd.

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Attachment - Image of HSBC Premier Credit Card

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 organizations. 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.

MasterCard Worldwide

MasterCard Worldwide advances global commerce by providing a critical economic link among financial institutions, businesses, cardholders and merchants worldwide. As a franchisor, processor and advisor, MasterCard develops and markets payment solutions, processes over 16 billion transactions each year, and provides industry-leading analysis and consulting services to financial institution customers and merchants. Through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard serves consumers and businesses in more than 210 countries and territories. For more information go to <http://www.mastercard.com>.

Mitsubishi UFJ NICOS

Mitsubishi UFJ NICOS Co., Ltd. was formed from the merger on April 1, 2007, of UFJ NICOS Co., Ltd. and DC Card Co., Ltd. It is the core company of the retail division of the Mitsubishi UFJ Financial Group, and with 25.8 million cardholders* and credit card transaction volume of JPY5.9 trillion*, has overwhelmingly the largest customer base and business scale in Japan. (*as of March 31, 2007)

Earthwatch Institute

Earthwatch Institute is an international non-profit organization founded in Boston, U.S., in 1971. It brings science to life for people concerned about the Earth's future and supports scientific field research by offering volunteers the opportunity to join research teams around the world.

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Attachment - Image of HSBC Premier Card

