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HSBC ANNOUNCES PLANNED ENTRY INTO JAPAN'S RETAIL BANKING MARKET

HSBC, one of the world's largest banking and financial services organisations with headquarters in London, today announced it plans to launch "HSBC Premier", its global personal wealth management service, in Japan in January 2008, subject to the approval of the Financial Services Agency (FSA). The bank's entry into the Japanese retail banking sector includes the planned rollout of a nationwide network of HSBC Premier branches in Tokyo, Osaka and other major cities.

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 the approximately 6.3 million¹ individuals estimated to have liquid financial assets of at least JPY10 million living in the Greater Tokyo and Greater Osaka areas.

HSBC Premier combines HSBC's global wealth management expertise, local knowledge and international reach, to support affluent individuals whatever their stage of life. Whether they are at the peak of their earning years, laying the blueprint for post-retirement, or are already enjoying retirement, each HSBC Premier customer will receive professional wealth management consultation services from a dedicated personal relationship manager, based on their own unique financial goals.

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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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“Japan is a key market for HSBC and we believe now is the right time to expand our presence here with the launch of our unique personal financial service offering. The world is becoming smaller and increasingly internationalized and HSBC Premier is positioned to offer a seamless global banking experience to meet fully the needs and lifestyles of today's mass affluent customer. The HSBC Premier service and the products we offer will fully leverage our more than 140 year presence in Japan as well as our international expertise and global network,” said Stuart Milne, President and Chief Executive Officer, Country Manager, The Hongkong and Shanghai Banking Corporation Limited in Japan.

Footnote:

1 Source: HSBC internal research conducted by TNS-Infoplan, 2007

Notes to editors:

1. 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'.

2. 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.

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