



11 November, 2008

HSBC LAUNCHES MULTI CURRENCY SAVINGS ACCOUNT CAMPAIGN

NO CHARGE FOR EXCHANGING YEN FOR DEPOSIT IN A MULTI CURRENCY ACCOUNT

HSBC, one of the world's leading banking and financial services organisations, with headquarters in London, today announced the start of a multi currency savings account campaign during which no exchange fees will be charged for converting Japanese yen into a foreign currency for deposit into any one of HSBC Premier's 19¹ multi currency savings accounts.

The campaign will run between 12 November and 30 December, 2008 and is open to all HSBC Premier account holders in Japan for any transaction above JPY 2 million placed at an HSBC Premier Centre or through the HSBC Premier Call Centre.

HSBC Premier currently offers savings accounts in 19 foreign currencies including the Australian Dollar, Euro, United Kingdom Pound and United States Dollar, as well as emerging market currencies such as the Russian Ruble, South African Rand and Turkish Lira.

Speaking about the campaign, François Moreau, Managing Director, Head of Personal Financial Services, The Hongkong and Shanghai Banking Corporation Limited in Japan, commented, "We have seen strong interest in multi currency accounts from customers in Japan looking to enjoy positive returns from depositing funds in foreign currencies. This interest has been heightened by recent global exchange rate fluctuations. This campaign is designed to give individuals the opportunity to better diversify their financial assets."

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

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Notes

1 Australian Dollar, British Pound, Canadian Dollar, Czech Koruna, Danish Krone, Euro, Hong Kong Dollar, Hungarian Forint, Mexican Peso, New Zealand Dollar, Norwegian Kroner, Polish Zloty, Russian Ruble, Singaporean Dollar, South African Rand, Swedish Krona, Swiss Franc, Turkish Lira and US Dollar

Notes to editors:

1. HSBC Holdings plc

HSBC Holdings plc serves over 100 million customers worldwide through around 9,500 offices in 85 countries and territories in Europe, the Asia-Pacific region, the Americas, Middle East and Africa. Its headquarters are located in London. With assets of more than US\$2,547 billion at 30 June 2008, 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 2.4 million customers through 300 international Premier Centres in 40 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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