

25 April 2008

HSBC AND ANA PARTNER ON MILEAGE PROGRAMME **- ALLOWS HSBC PREMIER CREDIT CARD HOLDERS TO** **EARN ANA MILEAGE CLUB MILES -**

HSBC has entered into a partnership with All Nippon Airways (ANA), one of Japan's leading airlines, to bring the benefits of the ANA Mileage Club frequent flyer programme to HSBC Premier Credit Card holders. Starting on 30 April, 2008, HSBC Premier Credit Card holders will be able to redeem one ANA Mileage Club mile for every two HSBC reward points (equivalent to spending JPY200) earned using their credit cards.

Aimed at enhancing the rewards for HSBC Premier Credit Card holders, particularly those who enjoy frequent domestic and international travel, the partnership fully leverages the extensive global branch network of the HSBC Group and ANA's comprehensive local and international route coverage.

HSBC – ANA Point Redemption Programme Overview

- Start Date: 30 April 2008
- Redemption Rate: 2:1 (Reward Points:ANA Airmile)
- Redemption Fee: No charge
- Minimum Redemption Amount: 200 Reward Points (=100 ANA Airmiles)
- Maximum Redemption Amount: Up to 80,000 points can be exchanged annually
- Eligibility: HSBC Premier customers in Japan holding an HSBC Premier Credit Card issued in Japan
- Redemption Channels: HSBC Premier Centres, Call Centre, Online, Mail-in

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Commenting on the partnership, Francois Moreau, Managing Director, Head of Personal Financial Services in Japan, said, “I’m delighted that HSBC has entered into this mileage exchange programme partnership with ANA. Globally, this marks the first partnership between HSBC and ANA and the first credit card alliance of its kind between HSBC and an airline in Japan. Going forward, we plan to enter into similar partnerships with other global airlines.”

Johan Sekora, Senior Vice President Product Development added, “The excellent synergies that can be found between HSBC’s and ANA’s international networks provide good opportunities for further cooperation that will benefit our customers.”

The HSBC Premier Credit Card is offered exclusively, free of charge to HSBC Premier customers as a part of the account opening process. The card offers holders an array of special privileges and personalised services including a minimum credit limit of JPY2 million that can be increased, free supplementary cards for family members, ETC cards, and a wide range of rewards including, the Home & Away Programme, cash back offers, department store gift coupons, and the ability to make charitable donations.

HSBC has over 10,000 branches internationally, with 250 HSBC Premier branches, including four HSBC Premier branches in Japan.

ANA operates 118 routes domestically, flying to 50 destinations, with 810 daily flights. Internationally, it operates 610 weekly flights to 27 cities on 35 routes. ANA Mileage Club has about 17 million members, with approximately 450 affiliated companies operating a network of approximately 90,000 stores.

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Notes to editors:

1. HSBC Holdings plc

HSBC Holdings plc serves over 128 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 more than US\$2,354 billion at 31 December 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.

3. 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 37 countries and territories. In Japan, the HSBC Premier service launched on 31 January 2008 targeting individuals estimated to have liquid financial assets of at least JPY10 million.

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