

1 October 2008

SIXTH HSBC PREMIER CENTRE TO OPEN IN IKEBUKURO ON 8 OCTOBER

HSBC, one of the world's largest banking and financial services organisations, with headquarters in London, today announced it will open its sixth HSBC Premier Centre in Ikebukuro on 8 October, 2008. The new branch will be located on the first floor of the Ikebukuro Ito Building on Meiji Street near to the East Entrance of Ikebukuro Station.

The new branch will have a total floor space of 652m² featuring 11 private consultation rooms in which dedicated relationship managers will provide customers with deposits exceeding 10 million yen personalised wealth management consultation services to address their unique financial needs.

With over two million people passing through it each day¹, Ikebukuro Station is Japan's second busiest station primarily serving commuters from Saitama Prefecture and suburban areas northwest of Tokyo. It is a major hub for several rail networks including JR, Seibu Railway, Tobu Railway, and the Tokyo Metro Fukutoshin, Marunouchi and Yurakucho lines.

This is the latest HSBC Premier Centre to open in Japan since the launch of the service in January 2008. In addition to Ikebukuro, HSBC operates Premier Centres in Akasaka, Ginza, Hiroo, Marunouchi and Yokohama.

The HSBC Premier Centre Ikebukuro Branch will be located in the Ikebukuro Ito Building, 1-3-5 Higashi-Ikebukuro, Toshima-ku, Tokyo 170-0013.

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Notes:

1 According to 2007 data from JR, Seibu Railway, Tobu Railway, and Tokyo Metro.

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 started international services 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, the HSBC Premier launched on 31 January 2008 targeting individuals estimated to have liquid financial assets of at least JPY10 million.

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