



6 October 2008

**HSBC TO OPEN FIRST HSBC PREMIER CENTRE
IN THE KANSAI REGION
JAPAN'S LARGEST PREMIER CENTRE OPENS IN KOBE ON 24 OCTOBER**

HSBC, one of the world's largest banking and financial services organisations, with headquarters in London, today announced that it will open its first HSBC Premier Centre in the Kansai area in Kobe on 24 October 2008. Located in The Kobe International House on Flower Street near JR Sannomiya Station, the HSBC Premier Centre Kobe Branch will be the largest Premier Centre opened to date. The opening of this branch expands HSBC Premier's nationwide network to seven branches.

The Kobe branch will have a total floor space of 820m² and includes 20 private consultation rooms in which dedicated relationship managers will offer customers with deposits exceeding 10 million yen personalised wealth management consultation services to address their unique financial needs. In the Tokyo Metropolitan Area, HSBC Premier operates branches in Akasaka, Ginza, Hiroo, Marunouchi and Yokohama and will open a new branch in Ikebukuro on 8 October.

Stuart Milne, President and Chief Executive Officer, Country Manager, The Hongkong and Shanghai Banking Corporation Limited in Japan, said, "HSBC originally opened a branch in Kobe in 1869 and we are delighted to be returning to this historic port city as one of the world's strongest and most highly capitalised banks¹. We look forward to bringing our unique HSBC Premier wealth management service to the people of Kobe and the wider Kansai region."

The HSBC Premier Centre Kobe Branch will be located on the first floor of The Kobe International House, 8-1-6 Goko-Dori, Chuo-ku, Kobe-shi, Hyogo 651-0087.

ends/more

HSBC to Open First HSBC Premier Centre in the Kansai Region/2

Notes

1 According to The Banker magazine of the United Kingdom, in its most recent survey of bank capital strength published in July 2008, HSBC Holdings plc held the strongest tier one capital ratio in the world and was ranked as the world's number one bank.

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.

ends/all