

21 April 2008

HSBC PREMIER CENTRE MARUNOUCHI BRANCH OPENED TODAY

HSBC, one of the world's largest banking and financial services organisations with headquarters in London, today opened its HSBC Premier Centre Marunouchi Branch. The branch, located on the first floor of the Yusen Building in Marunouchi, Chiyoda Ward in Tokyo, is the fourth HSBC Premier Centre to open following those in Akasaka, Hiroo and Yokohama.

To mark the opening, an official ribbon-cutting ceremony was held which was attended by Mr. Takao Kusakari, Chairman and Chairman Corporate Officer of Nippon Yusen Kaisha (NYK Line), Stuart Milne, President and Chief Executive Officer, Country Manager Japan, The Hongkong and Shanghai Banking Corporation Limited, and Tomohiro Yamauchi, Head of Sales and Service, Personal Financial Services in Japan, The Hongkong and Shanghai Banking Corporation Limited.

Speaking at the ceremony, Stuart Milne said, "Today's opening is a demonstration of our commitment to serving customers throughout Japan and is another step on our road to building an extensive nationwide network of HSBC Premier branches."

NYK Line Chairman Takao Kusakari said, "I congratulate HSBC on today's opening and I'm honoured that the Yusen Building has been selected as the location for the largest HSBC Premier branch opened to date. Situated in the heart of the Marunouchi area, the building is ideally located to attract mass affluent customers to HSBC Premier. I hope that HSBC will continue to grow and prosper in Japan."

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HSBC Premier Centre Marunouchi Branch opened today /2

The HSBC Premier Centre Marunouchi Branch is conveniently located between JR Tokyo Station and the Imperial Palace and with a total floor space of 750 m², is the largest HSBC Premier Centre opened yet in Japan. The branch features 18 private consultation rooms where customers can receive wealth management advice from their dedicated relationship manager.

By the end of 2008, HSBC plans to open, subject to the approval of the Financial Services Agency, a further two branches in Tokyo and one branch in the Kansai area, for a total of seven branches. These branches will all exclusively provide HSBC Premier services.

HSBC Premier offers customers with deposits of over 10 million yen personalised wealth management services through highly-trained, dedicated relationship managers who provide individual consultation services to address customers' financial needs.

Branch Address: Yusen Building, Marunouchi 2-3-2, Chiyoda Ward, Tokyo 100-0005

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Ribbon-cutting ceremony: From left to right -- Mr. Takao Kusakari, Chairman and Chairman Corporate Officer of Nippon Yusen Kaisha (NYK Line). Stuart Milne, President and Chief Executive Officer, Country Manager Japan, The Hongkong and Shanghai Banking Corporation Limited, and Tomohiro Yamauchi, Head of Sales and Service, Personal Financial Services in Japan, The Hongkong and Shanghai Banking Corporation Limited



Exterior photo of HSBC Premier Centre Marunouchi Branch

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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 2.2 million customers through 250 international Premier Centres in 38 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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