



5 June 2008

HSBC TO SPONSOR YOKOHAMA PORT TOWN FESTIVAL
HSBC PREMIER CENTRE YOKOHAMA BRANCH
TO HOST EXHIBITION ON THE HISTORY OF THE BIRTH OF BANKING

HSBC, one of the world's largest banking and financial services organisations with headquarters in London, will serve as one of the sponsors of the "Port Town Festival – Eve of Sailing for the Future by the Five Port Cities" that will be held between 14-22 June 2008 in the five port cities of Yokohama, Hakodate, Kobe, Nagasaki and Niigata.

The festival is being held to commemorate the 150th anniversary of the signing of the amity and commerce treaties between Japan and France, the Netherlands, Russia, the United Kingdom and the United States, during the Ansei Era of the Edo period, which resulted in the five cities opening as international trading ports. The aim of the festival is to foster closer ties between the ports and the five nations.

As part of its involvement in the event, HSBC will hold an exhibition detailing its banking history in Japan. The exhibition is part of a larger event called the "Origins of Things" that will be held at the Red Brick Warehouse Event Square, Shinminato, Naka-ku, Yokohama between 20-22 June.

The Hongkong and Shanghai Banking Corporation Limited, the founding member of the HSBC Group, opened its first branch in Japan in Yokohama in 1866, and today is the oldest bank operating in Japan. The bank played a major role in the development of modern Japanese banking, and in 1892 operated branches in Yokohama, Hakodate, Kobe, and Nagasaki.

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

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Furthermore, during the festival the HSBC Premier Centre Yokohama Branch will serve as one of the destinations participants have to visit as part of an “Origins of Things Quiz Rally” that will be held.

During the final three days of the festival, HSBC will hold an exhibition entitled the “The Birth of Banking” at its HSBC Premier Centre Yokohama Branch. Displays in the exhibit will include:

- Photos of the former Yokohama Branch building and bank employees taken during the early days of the branch, as well as photos of Yokohama and the surrounding area taken during the late part of the nineteenth century.
- A bank note issued by The Hongkong and Shanghai Banking Corporation in the 1880s.
- Bank notes currently used in 31 nations around the world will also be displayed.

The HSBC Premier Centre Yokohama Branch opened on 14 April in Aioi-cho, Naka-ku, Yokohama. The Yokohama Branch was the third HSBC Premier Centre to open in Japan following the opening of branches in Tokyo’s Akasaka and Hiroo districts on January 31. With the addition of the Marunouchi Branch, a total of four HSBC Premier Centres are now operating in Japan at present.

In addition to the four existing HSBC Premier Centres, by the end of 2008, HSBC plans to open, subject to the approval of the Financial Services Agency, two more 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 dedicated relationship managers who provide individual consultation services to address customers’ financial needs.

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Overview of the “The Birth of Banking” Exhibition

Date: 20-22 June 2008

Time: 10 a.m. to 4 p.m.

Venue: HSBC Premier Centre Yokohama Branch (Address: JN Building, 3-56-1 Aioi-cho, Naka-ku, Yokohama 231-0012)

Official website of the Yokohama Port Town Festival: www.yokohamaporttownfestival.jp

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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 280 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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Attachment: Photograph of the former The Hongkong and Shanghai Banking Corporation Limited Yokohama Branch

