



11 December, 2008

**HSBC PREMIER ANNOUNCES LAUNCH OF  
THREE NEW ANNUITY PRODUCTS  
EXPANDS INSURANCE LINE-UP TO EIGHT POLICIES**

HSBC, one of the world's largest banking and financial services organisations with headquarters in London, today announced that it will commence offering three new annuity insurance products as part of its HSBC Premier wealth management service from December 15. The addition of these new products expands HSBC Premier's insurance line-up to eight policies.

The new products are "Grand Design Advance" a Type I variable individual annuity, "Advantage 2" a U.S. dollar-denominated individual annuity, and "Winning Run" a Type II variable individual annuity with a whole life insurance rider (C-type variable individual annuity).

Grand Design Advance has been developed to lower insurance benefit expenses and seeks to grow annuity capital over the medium to long-term. Funds in the special account will be invested in seven asset categories, such as Japanese and foreign equities, bonds, real estate investment trusts, equities in the BRIC nations and emerging country bonds. It is underwritten by The Gibraltar Life Insurance Co., Ltd.

Advantage 2 policyholders can add riders which offer minimum guarantees on yen-denominated annuity capital and death benefits. Until annuity payments begin, the policy guarantees an amount equal to at least the yen-denominated single-premium payment. As a result, this annuity protects policyholders from the effects of future foreign exchange rate fluctuations. Advantage 2 is also underwritten by The Gibraltar Life Insurance Co., Ltd.

Winning Run is underwritten by The Manulife Insurance Company. This policy is suitable for estate planning and offers a minimum guaranteed death benefit. Income distributions from policy assets can be received in the form of special partial redemptions.

Francois Moreau, Managing Director, Head of Personal Financial Services in Japan commented, "These new products will appeal to people seeking coverage to mitigate against the financial burden of death, those seeking protection against currency volatility and those looking to minimise insurance costs while at the same time seeking steady returns over the long term. In particular, I am grateful for the cooperation provided by the insurance companies that allowed HSBC Premier to be the first to sell Grand Design Advance and Winning Run. We will continue to assemble a comprehensive range of insurance products to meet our HSBC Premier customers' broad based needs."

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

## **HSBC Premier Announces Launch of Three New Annuity Products /2**

### **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 with international services starting 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, HSBC Premier launched in January 2008 targeting individuals with liquid financial assets exceeding JPY10 million. HSBC Premier operates seven branches in the Tokyo Metropolitan (Akasaka, Ginza, Hiroo, Ikebukuro, Marunouchi, Yokohama) and Kansai (Kobe) areas.

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