

19 June 2008

HSBC PREMIER CENTRE GINZA BRANCH TO OPEN ON 9 JULY

FIFTH HSBC PREMIER BRANCH TO BE LOCATED ON GINZA CHUO STREET

HSBC, one of the world's largest banking and financial services organisations with headquarters in London, today announced that it will open its latest HSBC Premier Centre in Ginza, central Tokyo, on 9 July 2008. The branch will be prominently located on the first and second floors of the newly developed "Ginza 888 (Three Eight) Building" on Chuo Street.

The new branch will have a total floor space of 550m² featuring 12 private consultation rooms in which dedicated relationship managers will provide customers with deposits of over 10 million yen, personalised wealth management consultation services to address their unique financial needs. The branch will be located at Ginza 888 (Three Eight) Building, 8-8-8 Ginza, Chuo-ku, Tokyo, 104-0061.

The HSBC Premier Centre Ginza Branch will be the fifth HSBC Premier Centre to open following the opening of branches in Akasaka and Hiroo on 31 January 2008 and Yokohama and Marunouchi on 14 April and 21 April 2008, respectively. By the end of the year, subject to the approval of the Financial Services Agency, HSBC plans to open an additional branch in Tokyo and its first branch in the Kansai area. All seven branches will exclusively provide HSBC Premier services.

Commenting on the new branch opening, Stuart Milne, President and Chief Executive Officer, Country Manager Japan, The Hongkong and Shanghai Banking Corporation Limited, said, "Ginza is renowned globally as being a high-class shopping and entertainment district and is home to many of the world's leading fashion and retail brands. This makes Ginza an ideal location for HSBC Premier, our international wealth management service."

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Francois Moreau, Managing Director, Head of Personal Financial Services, The Hongkong and Shanghai Banking Corporation Limited in Japan, said, “Following its launch in January, we’ve been overwhelmed by the positive response toward HSBC Premier, both in terms of account openings and the number of inquiries we have received about the service. Furthermore, a recently conducted internal survey found that over 90% of customers are satisfied with the new service. We’re fully committed to offering an even more comprehensive service and the Ginza Branch is the next step on the road to achieving this.”

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 million customers through 250 international Premier Centres in 37 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



Photo Caption 1: Artists image of the new HSBC Premier Centre Ginza Branch