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**HSBC PREMIER, MITSUI REAL ESTATE SALES AND
KEN CORPORATION COLLABORATE TO SUPPORT
FOREIGNERS BUYING PROPERTY IN JAPAN**

HSBC Premier, the international wealth management service of the HSBC Group, one of the world's leading banking and financial services organisations with headquarters in London, has entered into agreements with two of the nation's leading real estate companies, Mitsui Real Estate Sales Co., Ltd., and Ken Corporation Ltd., to support the unique needs of foreign nationals seeking to purchase property in Japan.

HSBC Premier is teaming up with the two companies to help make it easier and more convenient for non-Japanese citizens, regardless of their Japanese language ability, to buy residential property or property for investment.

Under the agreements, Mitsui Real Estate Sales and Ken Corporation will directly refer foreign customers to HSBC Premier. HSBC Premier's team of English-speaking Relationship Managers will provide customers with comprehensive support and step-by-step guidance throughout the whole process of securing a mortgage. All relevant materials used during the application process will be available in English, facilitating increased transparency and borrowers' peace of mind.

HSBC Premier currently offers two types of mortgage for non-Japanese nationals with liquid financial assets exceeding JPY10 million. "HSBC Smart Mortgage" designed to meet primary mortgage needs and "HSBC Smart Investment Mortgage" which has been developed specifically for people looking to secure a secondary mortgage to finance the purchase of a second property, for example, a holiday home, or a property for rental income.

In recent years, there has been an increase in demand from foreign nationals looking to buy property in Japan, either for their own living purposes, or for investment purposes. This trend is expected to continue in the future as the number of foreigners living and working in Japan increases.

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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, Mitsui Real Estate Sales and Ken Corporation Collaboration/2

Notes to editors:

1. HSBC Holdings plc

HSBC Holdings plc serves over 100 million customers worldwide through around 9,500 offices in 86 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\$2,527 billion at 31 December 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 2.6 million customers through 300 international Premier Centres in 42 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.

4. Mitsui Real Estate Sales Co., Ltd.

Established in 1969, Mitsui Real Estate Sales Co., Ltd. has been expanding its business centering around four business brands; "Mitsui Rehouse", "Mitsui Repark", "Mitsui Reasset", and "Mitsui Real Plan" as the leading company in real estate services.

The Mitsui Real Plan, which will enter this business tie-up, has been offering various types of real estate consulting going beyond mere brokerage services in the up-scale Tokyo urban areas since 1985.

It has been catering comprehensive real estate services to meet special needs of wealthy individuals and affluent customers living in the metropolitan area as a trusted real estate advisor.

5. Ken Corporation Ltd.

Ken Corporation Ltd. is one of Japan's leading leasing agents of residential and office property for local and foreign citizens. It also serves as an agent for luxury properties and conducts planning and management of properties in the Tokyo metropolitan area. Headquartered in Tokyo's Minato-ku, the company has a further six offices in Tokyo and Kanagawa. In addition to real estate, its diversified businesses activities also include hotel management in Japan and overseas, REIT, image production, and Information Technology.

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