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**HSBC BANK plc's SAMURAI BOND ISSUE RECEIVES STRONG
RESPONSE FROM JAPANESE INVESTORS**

**** JPY109.6 billion issuance ****

HSBC Bank plc, a wholly-owned subsidiary of HSBC Holdings plc, has set the size of its latest samurai bond issue at JPY109.6 billion. This issue follows last September's successful inaugural samurai offering which was the largest non-guaranteed issue of 2009.

The HSBC samurai bonds comprise one fixed rate tranche (total size of JPY77.6 billion) and one floating rate tranche (total size of JPY 32.0 billion), each with a 5-year tenor. The fixed rate bond carries a coupon of 1.01 per cent or 40 basis points over the 5-year yen swap offer rate. The floating rate bond was priced at 55 basis points over 3-month yen Libor. The closing and maturity dates are 10 September, 2010 and 10 September, 2015 respectively.

HSBC Securities (Japan) Limited and Mitsubishi UFJ Morgan Stanley Securities Co., Ltd. acted as Joint Lead Managers for the bonds.

The overwhelmingly positive reception given to this issue highlights both the quality of the HSBC name and the confidence that Japanese investors have in it.

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HSBC Bank plc's samurai bond issue receives strong response from Japanese investors/2

Notes to editors:

HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 8,000 offices in 87 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,418 billion at 30 June 2010, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

HSBC Bank plc

HSBC Bank plc offers a complete range of personal, premier and private banking services, commercial banking for small to media businesses and corporate and institutional banking services. HSBC Bank plc is a wholly owned subsidiary of HSBC Holdings plc.

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