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HSBC APPOINTS NEW HEAD OF FIXED INCOME SALES AND MARKETING

HSBC, the world's leading international emerging markets bank, has announced the appointment of Ayumi Fujimoto to Head of Fixed Income Sales and Marketing, HSBC Securities (Japan) Limited. In his new position, Mr. Fujimoto will be responsible for all domestic fixed income sales activities in Japan. He will directly report to Kenichi Tatsuzawa, Chief Executive Officer, HSBC Securities (Japan) Limited.

Commenting on Mr. Fujimoto's promotion, Mr. Tatsuzawa said, "This appointment underlines our commitment to further expanding our fixed income franchise in Japan, particularly through sales to institutional clients. The HSBC Group's financial strength, global network and emerging markets experience make us ideally positioned to bring international investment opportunities to domestic clients."

Mr. Fujimoto joined HSBC in April 2010 with more than two decades financial markets experience.

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HSBC Group

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 7,500 offices in 87 countries and territories in Europe, the Asia-Pacific region, North America, Latin America and the Middle East. With assets of US\$2,455 billion at 31 December 2010, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

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