



27 June, 2011

NEW HEAD OF HSBC PREMIER NAMED IN JAPAN

HSBC, the world's leading international emerging markets bank, today announced the appointment of Gifford Nakajima as Head of Personal Financial Services in Japan, with effect from 27 June, 2011.

A retail banking industry veteran with over two decades experience working in both Japan and the United States, Mr. Nakajima joined HSBC in 2009 and most recently served as Senior Vice President responsible for wealth management and internet banking.

Since joining, Mr. Nakajima has played a key role in driving HSBC Premier's position as the leading provider of emerging market-related wealth management solutions. Today, HSBC Premier offers customers a wide range of 23 foreign currency savings accounts, including emerging market currencies such as the South African rand, Russian ruble, Turkish lira and the increasingly popular Chinese yuan.

Mr. Nakajima succeeds Godfrey Swain who will assume a new role within the HSBC Group in the Asia Pacific region.

Launched in Japan in 2008, HSBC Premier is the first truly global personal wealth management service offering individually tailored financial solutions for the growing number of mass affluent individuals. In Japan, HSBC Premier targets individuals with liquid financial assets exceeding JPY10 million.

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New head of HSBC Premier named in Japan/2

Notes to editors:

1. HSBC Holdings plc

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'.

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

HSBC Premier is a global personal wealth management service offering individually tailored financial solutions for the growing number of mass affluent individuals. Globally, HSBC Premier offers its services through more than 370 international Premier Centres in more than 40 countries and territories. In Japan, HSBC Premier targets individuals with liquid financial assets exceeding JPY 10 million through its nationwide network of branches .

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