



8 October, 2009

NEW HEAD OF PRIVATE BANKING APPOINTED

HSBC, one of the world's largest banking and financial services organisations with headquarters in London, today announced the appointment of Masahide Ohashi as Head of Private Banking in Japan, with effect from 1 November, 2009. Mr. Ohashi succeeds Fumio Matsushima who will move to Hong Kong to assume the role of Head of Growth Segment for Asia Pacific.

A private banking industry veteran with more than 16 years experience, Mr. Ohashi joined HSBC in 2005 where he most recently served as Head of Sales and Marketing. Both he and Mr. Matsushima have been responsible for driving the growth of HSBC's private banking business in Japan which last year saw the further expansion of its operations into the Kansai and Chubu regions with the opening of annex offices in Osaka and Nagoya.

Since its establishment in Japan in 1996, HSBC Private Bank has continued to provide wealth management and investment services to high net worth individuals and the families in Japan leveraging the HSBC Group's extensive global network and emerging markets expertise.

ends/more

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.

News Release

New Head of Private Banking appointed/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 8,500 offices in 86 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,422 billion at 30 June 2009, 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.

ends/all