

23 February 2012

Notice of Campaign

HSBC Premier is now offering the following 2 campaigns. Please don't miss out this opportunity.

Campaign period:

Original campaign period 1 February to 30 March 2012
*applicable to transactions made in this period

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New campaign period 1 February to 7 March 2012
*applicable to transactions made in this period

Notice of Change to Campaign Period

As we have previously notified you in our letter of 22 February, the HSBC Group has regrettably decided to discontinue our HSBC Premier service in Japan. As a result of this decision, we are contacting you to inform you about changes to our campaign.

1: HSBC Premier All Star Campaign

Present gift catalogue to customer who exchanges Japanese yen into foreign currency or purchases investment products with JPY 5 million equivalent or more during the campaign period.

2: HSBC Premier Start-up D Campaign

Present gift catalogue to customer who has not deposited the Dual Currency Deposit since opening HSBC Premier Account and makes first transaction of the Dual Currency Deposit with JPY 3 million equivalent or more during the campaign period.

Please ask your dedicated Relationship Manager for detailed conditions and enjoy this campaign.

HSBC Premier

HSBC Premier Eligibility Requirement

To qualify for HSBC Premier, you need to maintain a Monthly Average Balance with HSBC Premier in Japan of 10 million yen or equivalent in combined deposits / investments / insurance. In principle, if the Monthly Average Balance requirements are not met in the previous month, a Monthly Below Balance Fee of 5,000 yen inclusive of tax will be charged and services offerings may be restricted.

Deposits in HSBC Japan are not covered by the Japan's Deposit Insurance scheme.

The Hong Kong and Shanghai Banking Corporation Limited

Registered Financial Institution: Director of Kanto Local Finance Bureau (Tokin) No.105

Member: Japan Securities Dealers Association and The Financial Futures Association of Japan

HSBC 香港上海銀行

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