

HSBC 2025 Annual General Meeting Electronic Attendance Guidance

Electronic attendance at the AGM

You may attend the AGM electronically by accessing the Lumi online platform: web.lumiagm.com/172020475.

A User Guide on how to join the AGM via the Lumi online platform is set out below.

If you are a duly appointed proxy or corporate representative, please refer to page 5.

Accessing the AGM website

Lumi online platform can be accessed using the latest versions of internet browsers such as Chrome, Firefox, Edge and Safari on a PC, laptop or internet-enabled device such as a tablet or smartphone. Please go to web.lumiagm.com/172020475 on the day. An active internet connection is required at all times to participate in the meeting.

Logging in

On accessing Lumi online platform, you will be prompted to enter your Shareholder Reference Number and Personal Identification Number. These can be found printed on your form of proxy or will have been sent to you by email if you have registered an email address to receive electronic communications. For queries on your Shareholder Reference Number and/or Personal Identification Number please contact the Company's registrar using the details in the "General information" section on page 21 of the 2025 Notice of AGM.

You can access the Lumi online platform from 8.00am London time (3.00pm Hong Kong time) on Friday, 2 May 2025. However, please note that your ability to vote will not be enabled until the Chairman of the AGM formally declares the poll open, which will take place during the AGM.

Electronic voting

Voting on all resolutions will be enabled at the AGM once the Chairman of the AGM formally declares the poll open. Shareholders may, at any time while the poll is open, vote electronically on any or all of the resolutions in the Notice. Resolutions will not be proposed individually.

Once the poll is open, the list of resolutions being put to the AGM will appear on the Lumi online platform. The voting options available will appear when you click on the voting icon. Select the option that corresponds with how you wish to vote on each resolution: "FOR", "AGAINST" or "WITHHELD". Once you have selected your choice, the option will change colour and a confirmation message will appear to indicate your vote has been cast and received – there is no submit button.

If you make a mistake or wish to change your vote, simply re-select the correct voting option. If you wish to "cancel" your vote, select the "cancel" button. You will be able to change or cancel your vote at any time whilst the poll remains open and before the Chairman of the AGM announces its closure.

An active internet connection is required in order to successfully cast your vote when the Chairman of the AGM commences polling on the resolutions. It is the user's own responsibility to ensure that they have a sufficient internet connection.

Asking questions via Lumi online platform

Shareholders may ask written questions via the Lumi online platform by typing and submitting their question. Please select the messaging icon from within the navigation bar to open the chat box and type your question at the top of the screen. Once finished, press the 'send' icon to the right of the message box to submit your question.

Questions sent via the chat box on the Lumi online platform will be moderated before being sent to the Chairman of the AGM, in line with the approach outlined in the "Asking questions related to the business of the AGM" section on page 19 of the 2025 Notice of AGM. In some circumstance a direct response may be given to your question via the platform, rather than the question being put to the meeting to avoid repetition or where the question is not relevant to the business of the meeting.

An active internet connection is required in order to allow you to submit questions via the Lumi online platform. It is the user's own responsibility to ensure that they have a sufficient internet connection.

Asking questions by placing a call

If you would like to ask your question verbally at the AGM, shareholders can request a Voice over Internet Protocol ("VoIP") call link to do so, once they have logged into the Lumi online platform and completed the registration process. To request a call link, you must submit a written question with your name and telephone number informing us of your desire to ask a verbal question. The call link will then be sent directly to you via the platform. The Lumi online platform will be accessible from 8.00am London time (3.00pm Hong Kong time) on Friday, 2 May 2025, however this call option will only be active during the Q&A session of the live meeting.

Once connected, you will be greeted by an operator who will verify your details before providing instructions for joining the question queue. Once your call has been put through to the meeting, you will then be able to ask your question, speak and be heard at the meeting. Questions asked by placing a call will be answered in line with the approach outlined in the "Asking questions related to the business of the AGM" section on page 19 of the 2025 Notice of AGM.

If you join the meeting by placing a call to ask a question, but are also listening to the webcast of the AGM, please ensure the webcast is muted, so that there is no interference between the two when speaking.

We cannot guarantee that all shareholders that wish to ask a question by placing a call will be able to do so. If you do not think that your question has been answered during the AGM or by other means outside of the meeting, please send an email to shareholderquestions@hsbc.com as outlined in the "Asking questions related to the business of the AGM" section on page 19 of the 2025 Notice of AGM.

Communication by placing a call is solely to facilitate questions and does not permit voting.

This guidance note should be read together with the 2025 Notice of AGM which can be accessed at www.hsbc.com/agm.

Online User Guide to the Lumi Platform

We encourage all shareholders to attend the AGM electronically. You will be able to view a live webcast of the meeting, ask the Board questions and submit your votes in real time. To join the Lumi online platform, please visit web.lumiagm.com/172020475 on your smartphone, tablet or computer. You will need the latest versions of Chrome, Safari, Edge or Firefox. Please ensure your browser is compatible and you have active internet connection.

Meeting ID: 172-020-475

To login you must have your Shareholder Reference Number and PIN

1. On the day of the AGM, open the Lumi online platform using the URL web.lumiagm.com/172020475

Note: Access to the Lumi online platform will be available from 8.00am London time (3.00pm Hong Kong time) on Friday, 2 May 2025.

2. You will be prompted to enter your unique Shareholder Reference Number ("SRN") and PIN. This would be on your Proxy Card.

Note: Proxies and corporate representatives will need to obtain a Unique Username and PIN from the registrar in order to be able to access the Lumi online platform – see page 5. The Unique Username should be entered in place of the SRN.



3. When successfully authenticated, you will be taken to the Home Screen.

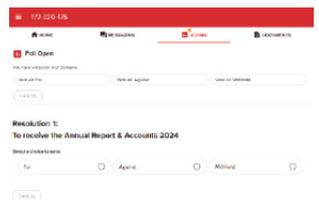
Note: If you wish to use the call placing service for asking questions, the details on how to place a call will appear in this section of the Lumi online platform. Please follow the instructions in order to be able to access the call placing service.



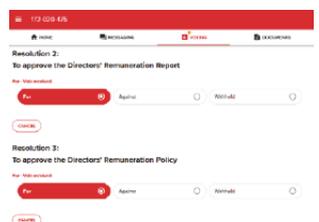
4. The meeting presentation will appear automatically once the meeting commences. If you wish to expand the broadcast, click the full screen button, located in the top right corner, if you wish to exit from the full screen view click the 'X' located in the top right corner.



5. When the Chairman declares the poll open, a list of all resolutions and voting choices will appear on your device. Scroll through the list to view all resolutions.



6. For each resolution, press the choice corresponding with the way in which you wish to vote. When selected, a confirmation message will appear. If you prefer, you may cast your votes on all resolutions at the same time by clicking the direct button at the top of the list, you may still change your mind on individual items if required.



7. To change your mind, simply press the correct choice to override your previous selection. To cancel your vote, press Cancel. To return to the voting screen whilst the poll is open, select the voting icon.



8. If you would like to ask a question, select the messaging icon. Type your message within the chat box at the top of the messaging screen. Click the send button to submit.



Duly appointed proxies and corporate representatives attending electronically

If your investment is not held in your name on the Principal Register or the Branch Registers (for example, it is held in a broker account or by a custodian or nominee), it will be necessary for you to be appointed as a proxy or corporate representative to attend the meeting electronically. You should therefore contact the person through which your investment is held in order to arrange for you to be appointed as a proxy or corporate representative.

Once you have been validly appointed as a proxy or corporate representative, you will need to contact the Company's registrar before 10.00am London time (5.00pm Hong Kong time) on Wednesday, 30 April 2025 to arrange for you to be sent a Unique Username and Personal Identification Number to access the Lumi online platform. The Unique Username can be entered in place of the Shareholder Reference Number. Specific instructions are set out below for non-registered shareholders in Hong Kong and for holders of American Depositary Shares.

It is recommended that the Company's registrar is contacted as early as possible. For corporate representatives, in relation to shares held on the UK Principal Register or the Bermuda Branch Register, email a scanned copy of your letter of representation to corporate-representatives@computershare.co.uk or telephone +44 (0) 370 702 0137. In relation to shares held on the Hong Kong Branch Register, email a scanned copy of your letter of representation to hsbc.proxy@computershare.com.hk or telephone +852 2862 8646.

For proxy appointments, you should contact the Company's registrar to provide your email address and details of the person through which your investment is held. For both proxies and corporate representatives, your Unique Username and Personal Identification Number will be sent to you by email 24 hours prior to the meeting.

Hong Kong non-registered shareholders

Non-registered shareholders whose shares are held in the Central Clearing and Settlement System in Hong Kong have the option to attend and participate at the AGM electronically. They should liaise with their banks, brokers, custodians or nominees through which their shares are held (together, the "Intermediary") and provide their e-mail address to their Intermediary.

The Intermediary should register the details with HKSCC Nominees Limited and arrange for details regarding the AGM arrangements, including login details to access the Lumi online platform, to be sent by the Company's Hong Kong registrar to the email addresses provided by the non-registered shareholders. It is recommended that instructions are sent to the Intermediary by the non-registered shareholder as early as possible to allow time for the instructions to be processed.

American Depositary Shares ("ADSs")

If you are a registered ADS holder, i.e. you hold your ADSs through Computershare US, the transfer agent of the Depositary, The Bank of New York Mellon, you will need to register in advance to attend and participate at the AGM electronically. Please follow the instructions on the notice that you received with your voting instruction card.

If you are a non-registered ADS holder, i.e. you hold your shares through an intermediary, such as a bank or broker, and wish to attend and participate at the AGM electronically, you must register in advance with Computershare US. You must submit proof of your proxy power (legal proxy) reflecting your ADS holdings along with your name and email address to Computershare US at legalproxy@computershare.com or write to Computershare US, HSBC Holdings plc Legal Proxy, P.O. Box 43001 Providence, RI 02940-3001, labelled as "Legal Proxy", and be received no later than 5.00pm New York time, on Wednesday, 23 April, 2025 (Virtual Meeting Pre Registration and voting cut-off Date). The details regarding the AGM arrangements, including login details to access the Lumi online platform, will be sent by Computershare US to the e-mail address provided by the ADS holder.

By providing the information required to register in advance to attend and participate at the AGM electronically, you confirm that you consent to the provision of such information, including any personal data contained therein, to The Bank of New York Mellon and Computershare US and to the further transfer by them of that information and personal data (if applicable) to other agents of the Company for the purpose of facilitating your attendance and participation at the AGM electronically.