

**NOTIFICATION OF TRANSACTIONS OF PERSONS DISCHARGING MANAGERIAL  
RESPONSIBILITY AND/OR CONNECTED PERSONS**

This notification relates to a transaction notified in accordance with DTR 3.1.2 R and 3.1.4 R (1)(a)

<b>1</b>	<b>Name of the issuer</b>
	HSBC Holdings plc
<b>2</b>	<b>Name of the person discharging managerial responsibilities or, where applicable, the name of the person connected with a person discharging managerial responsibilities</b>
	The Swire Educational Trust, of which J W J Hughes-Hallett, a person discharging managerial responsibilities, is a Trustee
<b>3</b>	<b>Description of shares (including class), debentures, derivatives or any other financial instruments relating to shares</b>
	US\$0.50 ordinary shares
<b>4</b>	<b>State the nature of the transaction</b>
	Disposal of a non-beneficial interest as Trustee in shares held by the The Swire Educational Trust
<b>5</b>	<b>Number of shares, derivatives or any other financial instruments relating to shares acquired</b>
	N/A
<b>6</b>	<b>Number of shares, derivatives or any other financial instruments relating to shares disposed</b>
	i) 25,785 ii) 2,865
<b>7</b>	<b>Price per share or value of transactions</b>
	i) £6.5311 ii) £6.5295
<b>8</b>	<b>Date and place of transactions</b>
	i) 25 November 2010, London ii) 30 November 2010, London
<b>9</b>	<b>Date issuer informed of transactions</b>
	14 December 2010 (The Director became aware of these transactions on 15 December 2010)
<b>10</b>	<b>Total holding following notification</b>
	39,577
<b>11</b>	<b>Name of duly authorised officer/official of issuer responsible for making notification</b>

	Peter Harvey, Senior Assistant Secretary, 020 7992 1401
<b>12</b>	<b>Date of notification</b>
	15 December 2010