

**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>
	i) B Robertson, a person discharging managerial responsibilities ii) P A Robertson, spouse of B Robertson (a person discharging managerial responsibilities)
<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 transactions</b>
	i) and ii) Acquisition / Scrip dividend
<b>5</b>	<b>Number of shares, derivatives or any other financial instruments relating to shares acquired</b>
	i) 1,495 ii) 498
<b>6</b>	<b>Number of shares, derivatives or any other financial instruments relating to shares disposed</b>
	N/A
<b>7</b>	<b>Price per share or value of transactions</b>
	i) and ii) US\$8.9918
<b>8</b>	<b>Date and place of transactions</b>
	i) and ii) 7 July 2010, London
<b>9</b>	<b>Date issuer informed of transactions</b>
	8 July 2010
<b>10</b>	<b>Name of duly authorised officer/official of issuer responsible for making notification</b>
	Louisa Jenkinson, Senior Assistant Secretary, 020 7991 0593
<b>11</b>	<b>Date of notification</b>
	8 July 2010