

**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)

1	Name of the issuer
	HSBC Holdings plc
2	Name of the person discharging managerial responsibilities or, where applicable, the name of the person connected with a person discharging managerial responsibilities
	E Alonso, a person discharging managerial responsibilities
3	Description of shares (including class), debentures, derivatives or any other financial instruments relating to shares
	US\$0.50 ordinary shares
4	State the nature of the transaction
	The Trustees have released and subsequently sold 579 ordinary shares representing the scrip dividend for the 2009 fourth interim dividend in respect of the restricted share award under the HSBC Share Plan that vested on 30 March 2010.
5	Number of shares, derivatives or any other financial instruments relating to shares acquired
	579
6	Number of shares, derivatives or any other financial instruments relating to shares disposed
	579
7	Price per share or value of transaction
	£6.645
8	Date and place of transaction
	5 May 2010, London
9	Date issuer informed of transaction
	7 May 2010
10	Name of duly authorised officer/official of issuer responsible for making notification
	Louisa Jenkinson, Senior Assistant Secretary, 020 7991 0593
11	Date of notification
	10 May 2010