

**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
	i) and ii) S T Gulliver, a person discharging managerial responsibilities iii) J Gulliver, a person connected with S T Gulliver (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 transactions
	i) Acquisition / scrip dividend on conditional awards under the HSBC Share Plan ii) The Trustees have released and subsequently sold 601 shares representing the scrip dividend for the 2009 fourth interim dividend in respect of the total shareholder return part of the Performance Share award under the HSBC Share Plan that vested on 31 March 2010. iii) Acquisition / scrip dividend
5	Number of shares, derivatives or any other financial instruments relating to shares acquired
	i) 15,422 ii) 601 iii) 6
6	Number of shares, derivatives or any other financial instruments relating to shares disposed
	ii) 601
7	Price per share or value of transactions
	i) US\$10.2149 ii) £6.645 iii) US\$10.2149
8	Date and place of transactions
	5 May 2010, London

9	Date issuer informed of transactions
	10 May 2010
10	Total holding following notification
	4,321,925
11	Name of duly authorised officer/official of issuer responsible for making notification
	Peter Harvey, Senior Assistant Secretary, 020 7992 1401
12	Date of notification
	10 May 2010