

**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>
	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 transaction</b>
	Release of 2007 Restricted Share award of 20,832 shares under the HSBC Share Plan. The trustees of the Plan sold 10,625 shares to meet the tax liability and have transferred 10,207 to B Robertson.
<b>5</b>	<b>Number of shares, derivatives or any other financial instruments relating to shares acquired</b>
	10,207
<b>6</b>	<b>Number of shares, derivatives or any other financial instruments relating to shares disposed</b>
	10,625
<b>7</b>	<b>Price per share sold</b>
	£6.5233
<b>8</b>	<b>Date and place of transaction</b>
	29 October 2010, London
<b>9</b>	<b>Date issuer informed of transaction</b>
	29 October 2010
<b>10</b>	<b>Name of duly authorised officer/official of issuer responsible for making notification</b>
	Peter Harvey, Senior Assistant Secretary, 020 7992 1401
<b>11</b>	<b>Date of notification</b>
	1 November 2010