

**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
	D J Flint, 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
	<ul style="list-style-type: none"> i) Acquisition / scrip dividend on conditional awards under the HSBC Share Plan ii) Acquisition / scrip dividend on shares held jointly with spouse in The Soggs No. 1 Settlement Trust iii) Acquisition / reinvestment of dividend on HSBC Holdings UK Share Incentive Plan holding iv) Acquisition / reinvestment of dividend in ISAs
5	Number of shares, derivatives or any other financial instruments relating to shares acquired
	<ul style="list-style-type: none"> i) 6,357 ii) 273 iii) 17 iv) 42
6	Number of shares, derivatives or any other financial instruments relating to shares disposed
	N/A
7	Price per share or value of transactions
	<ul style="list-style-type: none"> i) - ii) US\$9.8237 iii) £6.6412 iv) £6.6520
8	Date and place of transactions
	6 October 2010, London
9	Date issuer informed of transactions
	11 October 2010

10	Total holding following notification
	965,473
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
	11 October 2010