

**NOTIFICATION OF TRANSACTION 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
	A A Flockhart, 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
	Sale of 66,806 ordinary shares by the Trustees of the HSBC Share Plan following the release of the 2007 Restricted Share award under the Plan.
5	Number of shares, derivatives or any other financial instruments relating to shares acquired
	N/A
6	Number of shares, derivatives or any other financial instruments relating to shares disposed
	66,806
7	Price per share or value of transaction
	£6.5233
8	Date and place of transaction
	29 October 2010, London
9	Date issuer informed of transaction
	29 October 2010
10	Total holding following notification
	1,226,924
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

	29 October 2010
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