

**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
	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 transactions
	(i) Acquisition / scrip dividend (ii) Acquisition / scrip dividend (iii) Acquisition / scrip dividend on conditional awards under the HSBC Share Plan
5	Number of shares, derivatives or any other financial instruments relating to shares acquired
	(i) 3,222 (ii) 303 (iii) 7,215
6	Number of shares, derivatives or any other financial instruments relating to shares disposed
	N/A
7	Price per share or value of transactions
	US\$10.2077
8	Date and place of transactions
	(i) and (iii) 6 July 2011, London (ii) 6 July 2011, Hong Kong
9	Date issuer informed of transactions
	11 July 2011
10	Total holding following notification
	1,405,590
11	Name of duly authorised officer/official of issuer responsible

	for making notification
	Kalpna Dubasia, Assistant Secretary, 020 7991 0592
12	Date of notification
	11 July 2011