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Middle East and North Africa

Investor Day

Simon Cooper

Chief Executive Middle East and North Africa

HSBC 

Forward-looking statements



This presentation and subsequent discussion may contain certain forward-looking statements with respect to the financial condition, results of operations and business of the Group. These forward-looking statements represent the Group's expectations or beliefs concerning future events and involve known and unknown risks and uncertainty that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Additional detailed information concerning important factors that could cause actual results to differ materially is available in our Annual Report and Accounts 2010. Past performance cannot be relied on as a guide to future performance.

This presentation contains non-GAAP financial information. Reconciliation of non-GAAP financial information to the most directly comparable measures under GAAP are provided in the 'Reconciliation of reported and underlying profit before tax' supplement available at www.hsbc.com.

Key trends for MENA

Unprecedented socio-political change in MENA



Current events and future impact

Realistic view of recent events

Financial impacts

Timescale of resolution

Committed to the region

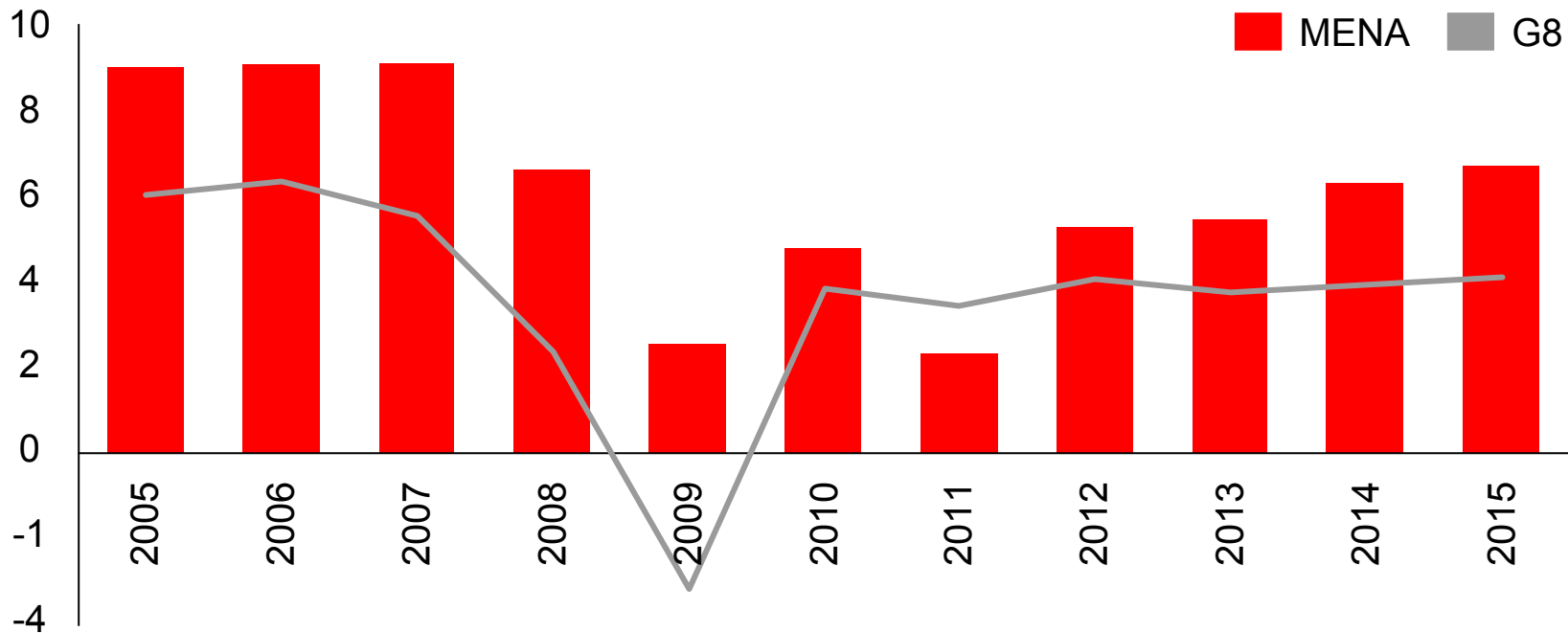
Key trends for MENA

Economic growth potential: Infrastructure development, hydrocarbon revenues, domestic demand



GDP growth trends

YoY GDP growth, %



61% of world oil reserves

45% of world gas reserves

500m population

- IMF forecasts 1Q11: continuation of robust regional growth despite impact in affected MENA countries
- Historic growth trends proven, underpinned by increasing economic strength
- Strong underlying fundamentals of geography, oil, gas and demographics remain for long term

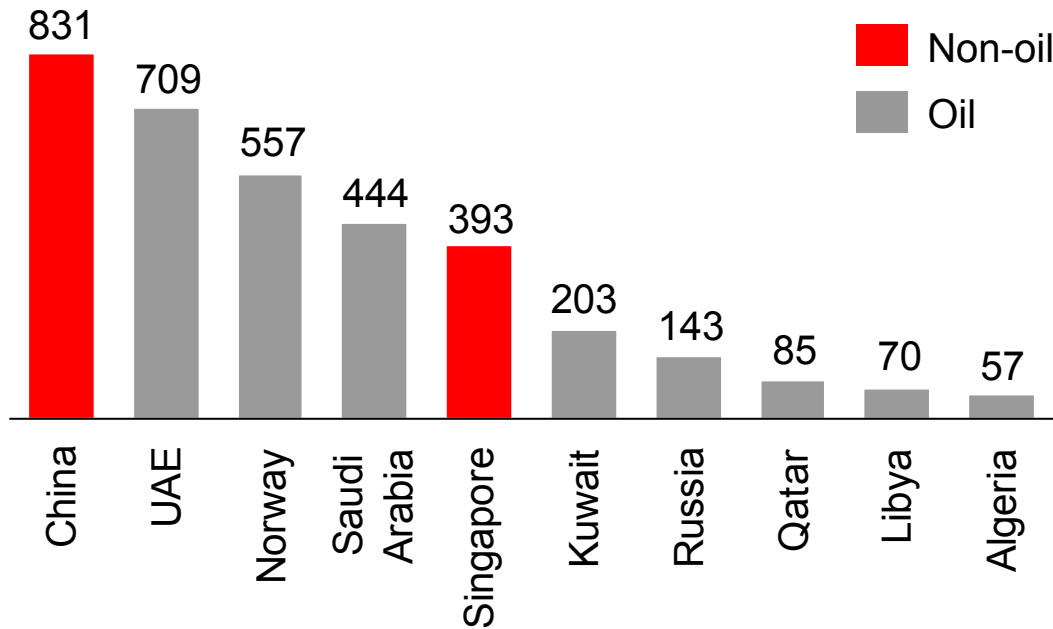
Key trends for MENA

Capital and wealth recycling – diversifying investment portfolios globally



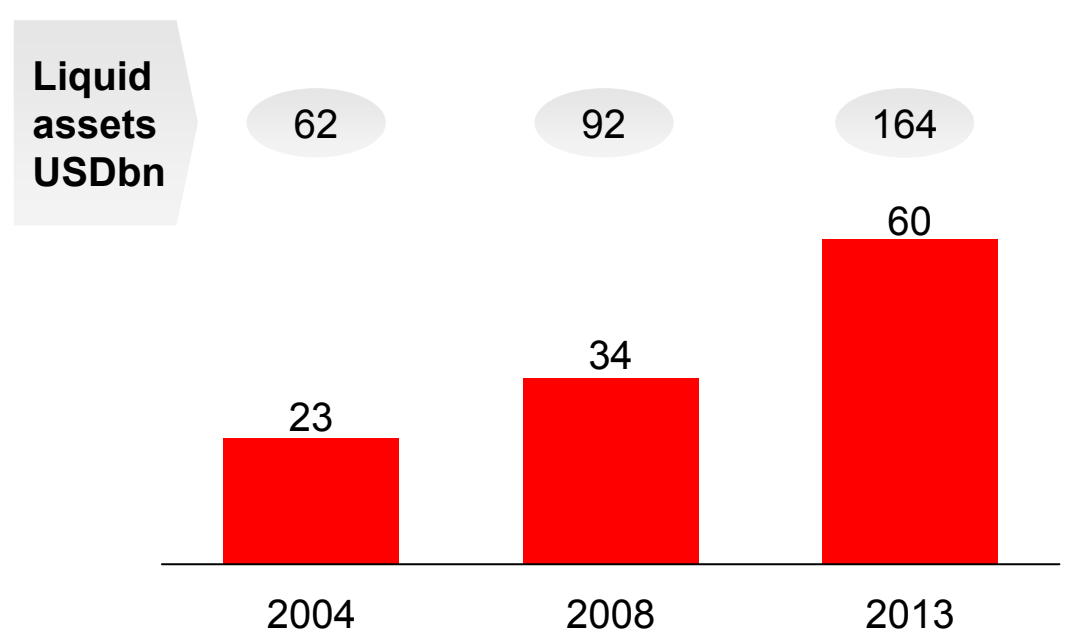
Sovereign Wealth Funds

Assets, USDbn¹



GCC² HNWI³ growth

Individuals, thousands



- Six out of world's Top 10 largest Sovereign Wealth Funds are in the Middle East
- International and regional capital recycling opportunity in addition to local and regional infrastructure investment
- Rapid accumulation of private wealth and growing mass affluent segment; demand for Mature and Faster Growing Markets solutions

¹ World Ranking April 2011. Sovereign Wealth Fund Institute

² GCC – Gulf Cooperation Council: United Arab Emirates, Saudi Arabia, Oman, Qatar, Kuwait and Bahrain.

³ Definition: Data Monitor HNWI – High Net Worth Individual

Sources: Sovereign Wealth Fund Institute; World Investment Report – UNCTAD, FDI Intelligence

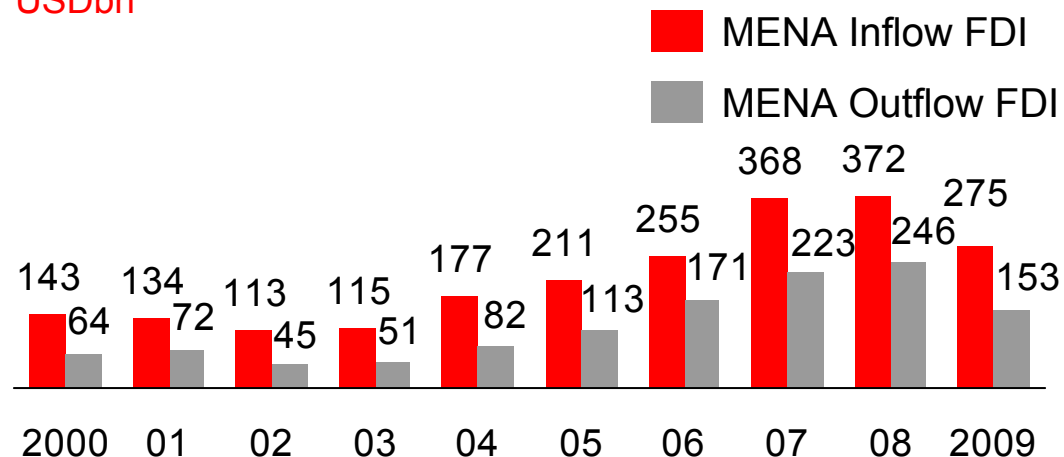
Key trends for MENA

Growing east to east and intra-MENA trade and FDI connectivity



2004-2009 Faster Growing Markets CAGR FDI outflows¹

USDbn



Global connectivity shifting East

- Significant intra MENA infrastructure spend and growth in FDI flows continue
- East to East migration as Asia replaces EU as principle trade partner
- Fast growing intra MENA trade, playing to HSBC regional network strength

Trade flows with MENA - ranked by growth²

USDbn	2000	2010	CAGR
Intra-MENA	38	195	17.6%
Asia	204	1,016	17.4%
Africa (Sub-Saharan)	16	47	11.5%
Europe	310	895	11.2%
North America	50	135	10.4%

¹ Source: IMF GDP – UNCTAD 2010. World outflows at USD1,101bn and inflows at USD1,114bn

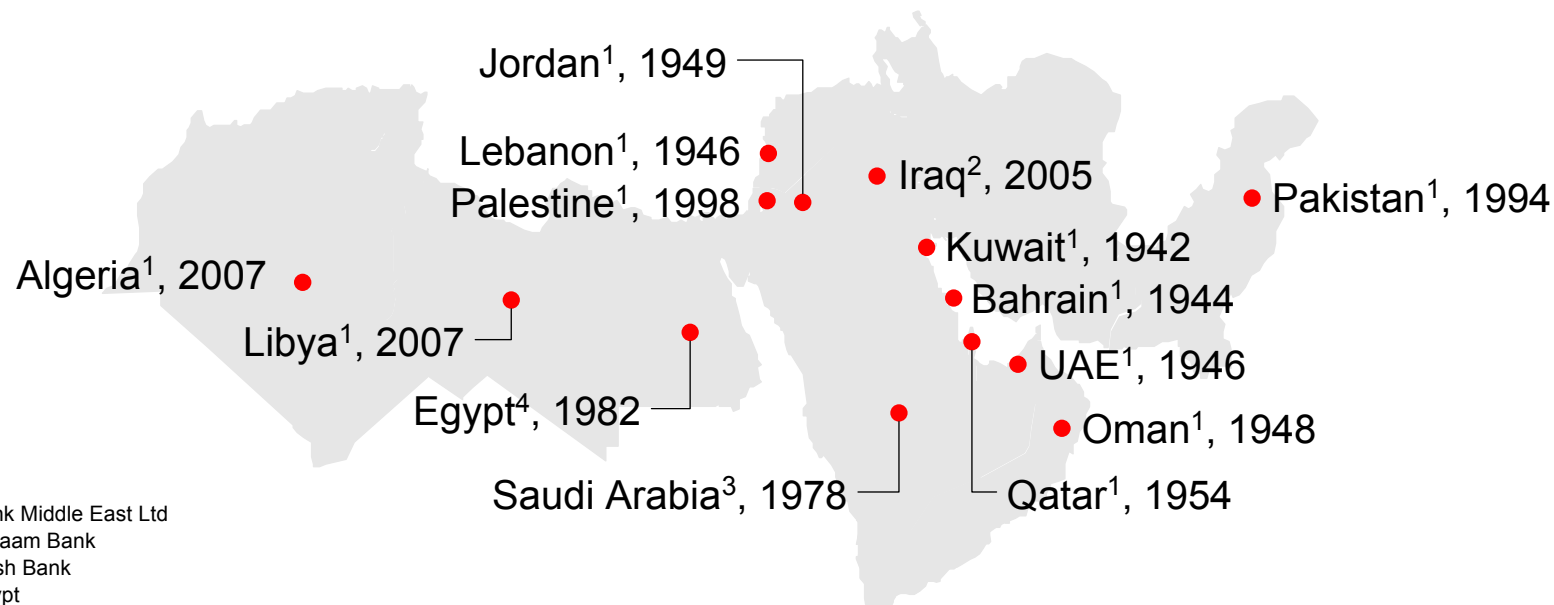
² Source: IMF Direction of Trade Statistics Database YTD Oct 2010

HSBC position and competitive advantages

Largest international bank network in the region with over 50 years of history



HSBC business landscape in MENA: Over 250 branches and offices



USDbn (reported basis)	2009	2010	2010 compared with 2009
Profit before tax	0.45	0.89	+96%
Net operating income	2.6	2.4	(7)%
Loan impairment charges	1.3	0.6	+53%
Cost efficiency ratio, %	38.6	44.7	(610)bps
Loans and advances to customers	22.8	24.6	+8%
Customer accounts	32.5	33.5	+3%

Overview: key direction and actions in MENA



Middle East

Enhanced by over 50 years experience in the region

Prioritisation

Clear focus on key markets - Egypt, Saudi Arabia, UAE and Qatar.
Rebalanced regional revenue streams

Transformation

Operational transformation: integrated business model

Connectivity

Joined-up business aligned by country and product to regional opportunity

Wealth

Full service solutions to capture individual and corporate capital, on and offshore

Global Shariah Compliant Finance

Global lead in Shariah compliant products and services across all segments

Shariah Compliant Finance



Key opportunities

- Shariah Compliant Finance Industry Assets estimated at USD890bn¹ with a CAGR of 20% over the last 5 years

HSBC position

- Amanah is the global Shariah compliant proposition of HSBC Group with total assets USD11.2bn²
- Global presence across Islamic Markets, positioned to capture cross-border and cross-business opportunities through all segments
- Amanah is recognised as a global leader and developer in Islamic Capital Markets



Key actions

- Maintain global lead in Islamic Debt Capital Markets
- Deliver economies of scale by leveraging HSBC Group's infrastructure
- Develop wide range of Shariah compliant products and services across all customer segments

League Table Performance

- #1 in 2010 in International Sukuk market share³
- #1 in 2010 in GCC Sukuk market share with 34% representing a >15% lead on nearest competitor³

¹ FT "The Banker", December 2010

² HSBC Management Information, December 2010 and includes assets of SABB

³ Bloomberg December 2010

Connectivity – GBM and CMB



Key opportunities

- Extensive infrastructure build and capital surplus
- Trade migration East to East and Middle East as a hub with Faster Growing Markets in Asia and Latin America
- International and increasingly intra-regional trade and FDI flows
- Growth of MENA multinationals expanding cross-border

HSBC position

- Global connectivity through Group HSBC network; capturing business at both ends of the value chain
- Leading international bank in the region
- Long term Sovereign Wealth Fund relationships
- Established regional presence in DCM, ECM, PF¹
- Market lead in conventional and Islamic Debt Capital markets, restructuring and advisory²

Key Actions

- Leverage international network and capture MENA trade and FDI flows
- Drive GBM offerings through CMB customer base; manage wealth accumulation via GPB
- Focus on transactional products; increase Trade finance and key MENA partnerships
- Provide market leading project and export finance and advisory services
- Support GBM multinational clients as they invest within and beyond the region

¹ DCM – Debt Capital Markets ECM – Equity Capital Markets PF – Project Finance

² Bloomberg, Booz & Co league tables, December 2010

Connecting MENA and Rest of the World



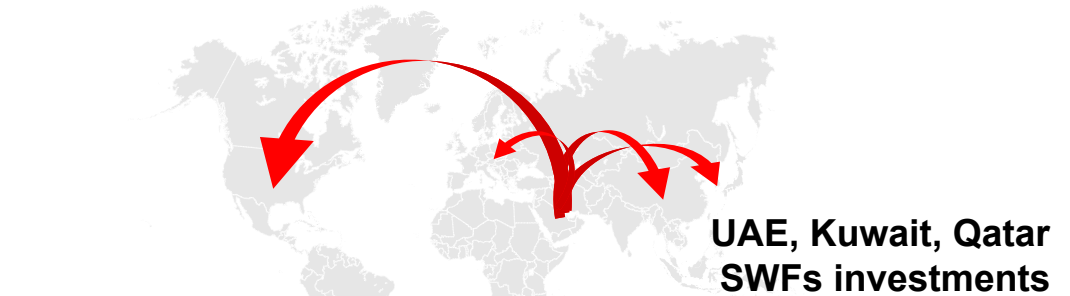
HSBC dedicated desks in MENA

- Established banking relationships with the top multinational and regional companies
- Dedicated coverage teams on mainland China, South Korea and India desks in Saudi Arabia, UAE and Oman



HSBC is facilitating outbound and inbound flows

MENA+ Europe, Asia, US: **USD1.5bn bond¹ issuance** for the Abu Dhabi **Mubadala** Development company



UAE + UK + Australia: **AUD1,817m [USD1,975]² M&A advisory³** to **Citi Infrastructure Investors** on strategic partnership with DP World in 5 marine terminals in Australia



1 Public announcement April 2011
2 Based on exchange \$1=AUD 0.92
3 Public announcement Dec 2010

Wealth – RBWM and GPB



Key opportunities

- Significant capital and wealth recycling opportunities
- Large concentration of High and Ultra HNW individuals
- Demand for on- and off-shore propositions
- Rapid accumulation of personal wealth in the mass affluent¹ segment
- Large diaspora and expatriate market

HSBC position

- Leading position in the wealthiest markets and clients through our franchise
- Developed investment products for Faster Growing and Mature Markets
- Unparalleled connectivity with affluent expatriates in the region

Key Actions

- Deploy Group developed RBWM solutions, where sustainable and profitable
- Attract mass affluent, upwardly mobile and diaspora customer segments; capture rising personal and entrepreneurial wealth flows
- Exploit seamless connectivity with and access to GPB capabilities as wealth accrues
- Develop GPB offshore business and extend domestic capabilities as wealth increases
- Enhance wealth opportunities for GPB clients through access to GBM capabilities

Key take-aways

Middle East and North Africa



Competitive Advantages

Compelling macro outlook: demographics, oil, gas, trade

Long term case for superior returns remain

HSBC Network to connect MENA and the rest of the world

Cross-border leadership in trade, capital and wealth flows

Strategic Actions

Clear focus on Egypt, Saudi Arabia, UAE and Qatar

Operational transformation; efficiency, control, distribution, connectivity

Connect customers across geographies and customer groups

Focus on wealth accumulation in mass affluent and HNW markets

Target RoRWA

2.2%- 2.9%

Basis of preparation (1/2)



Actuals	Actual numbers presented are on a reported basis and include the effect of movements in the fair value of HSBC's own debt related to credit spreads
AMG	The Global Asset Management business formed part of GBM in 2010, but has been included in RBWM for the RoRWA targets. Comparative data will be presented to reflect this reclassification in the Interim Report 2011
Asia	Data for 'Asia' comprises the sum of reported figures for the Hong Kong and Rest of Asia-Pacific geographical regions without the elimination of inter-segment items
Composition of the Group	No changes to the composition of the Group have been assumed other than those described in this presentation
Financial targets	Financial targets are prepared on the basis of the Group's accounting policies as set out in the Annual Report and Accounts 2010, and on the basis of tax rates and laws enacted or substantively enacted as at 31 December 2010. The potential effects on HSBC's operations and performance of the Dodd-Frank Act in the US, the deliberations of the UK Independent Commission on Banking, and a range of evolving regulatory changes which may or may not affect HSBC have not been included in the targets
Other	The main items reported under 'Other' are certain property activities, the estimated impact of the UK bank levy, unallocated investment activities, centrally held investment companies, gains arising from the dilution of interests in associates, movements in the fair value of own debt designated at fair value (the remainder of the Group's gain on own debt is included in GBM) and HSBC's holding company and financing operations. The results also include net interest earned on free capital held centrally, operating costs incurred by the head office operations in providing stewardship and central management services to HSBC, and costs incurred by the Group Service Centres and Shared Service Organisations and associated recoveries

Basis of preparation (2/2)

RoE	Return on equity ('RoE') is profit attributable to ordinary shareholders of the parent company divided by average ordinary shareholders' equity
RoRWA	The metric, return on risk weighted assets ('RoRWA'), is the profit before tax divided by average RWAs. The RWAs have been calculated using FSA rules for the 2010 metrics. The regional and customer group targets are adjusted for Basel 3 rules specific to the GBM business. In all cases, RWAs or financial metrics based on RWAs for geographical segments or customer groups are on a third party basis and exclude intra-HSBC exposures
RoRWA target for Europe	The Europe RoRWA target includes the Group's head office costs, intra-HSBC recharges and the total estimated impact of the UK bank levy
RoRWA target for 'Other'	No RoRWA target has been set for the 'Other' customer group as it is not considered to be a meaningful measure in terms of performance assessment and resource allocation
RWAs for the mainland China associates	RWAs for the mainland China associates have been reallocated from the 'Other' customer group to RBWM, CMB and GBM to align better with the basis for the allocation of their profits. This represents a reclassification from the basis used in HSBC's 2010 Pillar 3 Disclosures. Comparative customer group RWAs will be presented on the new basis in the Interim Report 2011

Acronyms and definitions



A/D ratio	Ratio of customer advances to customer deposits	ETF	Exchange traded funds	NYSE	New York Stock Exchange
Advance	HSBC Advance, a global banking proposition for the mass-affluent segment of customers	EU	European Union	OCC	Office of the Comptroller of Currency
AFS	Available for sale	FCA	UK Financial Conduct Authority	OTC	Over the counter
AMG	Global Asset Management	FDI	Foreign direct investment	PBT	Profit before tax
APS	Asset Protection Scheme	FIG	Financial Institutions Group	PCM	Payment and Cash Management, a division of Global Banking and Markets
ASEAN	The Association of South East Asian Nations	FPC	UK Financial Policy Committee	PFS	Personal Financial Services
ASP	Asia-Pacific	FRB	Federal Reserve Board	PPI	Payment protection insurance
AUM	Assets under management	FSA	Financial Services Authority	PRA	UK Prudential Regulation Authority
BoCom	Bank of Communications Co., Limited, mainland China's fourth largest bank by market capitalisation	FSB	Financial Stability Board	Premier	HSBC's premium global banking service
bps	Basis points (a basis point is 1/100 of a percentage point)	FVOD	Fair value of own debt related to credit spreads	RBWM	Retail Banking and Wealth Management global business, which comprises the existing Personal Financial Services customer group and Global Asset Management
BSM	Balance Sheet Management, a division of Global Banking and Markets	FX	Foreign exchange		
CAGR	Compound annual growth rate	GBM	Global Banking and Markets global business	RMs	Relationship managers
CER	The cost efficiency ratio is total operating expenses divided by net operating income before loan impairment charges and other credit risk provisions	GDP	Gross Domestic Product	RMB	Renminbi
CHF	Swiss franc	GPB	Global Private Banking global business	ROE	Return on equity
CMB	Commercial Banking customer group	GTB	Global Transaction Banking	RoRWA	Pre-tax return on risk weighted assets
CML	Consumer and Mortgage Lending	HK	Hong Kong Special Administrative Region of the People's Republic of China	RWAs	Risk weighted assets
CoEs	Centres of excellence	HNWI	High net worth individuals	SIFIs	Systemically Important Financial Institutions
Core Tier 1 capital	The highest quality form of regulatory capital that comprises total shareholders' equity and related non-controlling interests, less goodwill and intangible assets and certain other regulatory adjustments	HSS	HSBC Securities Services	SMEs	Small and medium-sized enterprises
	Capital Requirements Directive	ICB	Independent Commission on Banking	STP	Straight through processing
CRD	Capital Requirements Directive	IPO	Initial public offering	TARP	Troubled Asset Relief Program
CRM	Customer relationship management	IT	Information technology	Tier 2 capital	A component of regulatory capital, comprising qualifying subordinated loan capital, related non-controlling interests, allowable collective impairment allowances and unrealised gains arising on the fair valuation of equity instruments held as available-for-sale. Tier 2 capital also includes reserves arising from the revaluation of properties
CVA	Credit valuation adjustment	KYC	Know your customer		
DCM	Debt capital markets	LC	Letters of credit	UHNW	Ultra high net worth individuals
DTA	Deferred tax asset	LIC	Loan impairment charges	UK	United Kingdom
EBA	European Banking Authority	M&A	Mergers and acquisitions	US	United States of America
ECA	Export credit agency	Mainland China	People's Republic of China excluding Hong Kong	VaR	Value at risk: a measure of the loss that could occur on risk positions as a result of adverse movements in market risk factors (e.g. rates, prices, volatilities) over a specified time horizon and to a given level of confidence
EM	Emerging markets	MENA	Middle East and North Africa		
EMEA	Europe, Middle East and Africa	MLA	Mandated lead arranger	YoY	Year on year
ESMA	European Securities and Markets Authority	MMEs	Mid-market enterprises		
		NAFTA	North American Free Trade Agreement		
		NNM	Net new money		