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**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 M Keir, 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**

Disposal / sale

**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**

41,012

**7 Price per share or value of transaction**

£6.4200

**8 Date and place of transaction**

14 December 2012, London

**9 Date issuer informed of transaction**

20 December 2012

**10 Name of duly authorised officer/official of issuer responsible for making notification**

Louisa Jenkinson, Senior Assistant Secretary, 020 7991 0593

**11 Date of notification**

20 December 2012

The Board of Directors of HSBC Holdings plc as at the date of this announcement are: D J Flint, S T Gulliver, S A Catz†, L M L Cha†, M K T Cheung†, J D Coombe†, J Faber†, R A Fairhead†, J W J Hughes-Hallett†, W S H Laidlaw†, J P Lipsky†, J R Lomax†, I J Mackay, N R N Murthy†, Sir Simon Robertson† and J L Thornton†.

† Independent non-executive Director

Hong Kong Stock Code: 5