## 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,<br>where applicable, the name of the person connected with a<br>person discharging managerial responsibilities  |
|    | M M Moses, a person discharging managerial responsibilities  |
| 3  | Description of shares (including class), debentures,<br>derivatives or any other financial instruments relating to<br>shares   |
|    | US\$0.50 ordinary shares   |
| 4  | State the nature of the transactions   |
|    | Release by the Trustee of 142,731 ordinary shares following the vesting of the 2009 Restricted Share award made to M M Moses under the HSBC Share Plan. The Trustee of the Plan (i) sold 74,222 shares to meet the tax liability; and (ii) transferred 68,509 shares to M M Moses as beneficial owner. |
| 5  | Number of shares, derivatives or any other financial instruments relating to shares acquired   |
|    | 68,509   |
| 6  | Number of shares, derivatives or any other financial instruments relating to shares disposed   |
|    | 74,222   |
| 7  | Price per share or value of transactions   |
|    | (i) £5.4638<br>(ii) N/A  |
| 8  | Date and place of transactions   |
|    | 15 May 2012, London  |
| 9  | Date issuer informed of transactions   |
|    | 16 May 2012  |
| 10 | Name of duly authorised officer/official of issuer responsible for making notification   |
|    | Steve Owen, Assistant Secretary, 020 7991 3879   |
| 11 | Date of notification   |
|    | 16 May 2012  |
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