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) $\,$

HSBC Holdings plc Name of the person discharging managerial responsibilities or, where applicable, the name of the person connected with a person discharging managerial responsibilities D J Flint, a person discharging managerial responsibilities Description of shares (including class), debentures, derivatives or any other financial instruments relating to shares US\$0.50 ordinary shares State the nature of the transactions Release by the Trustees of 116,700 ordinary shares upon the vesting of Restricted Shares awarded in 2010 to D J Flint as Group Finance Director and Chief Financial Officer, Executive Director Risk and Regulations. The Trustees of the Plan sold 60,685 shares to meet the tax liability and have transferred 56,015 shares to D J Flint as beneficial owner. Number of shares, derivatives or any other financial instruments relating to shares acquired
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N/A
Number of shares, derivatives or any other financial instruments relating to shares disposed
60,685
7 Price per share or value of transaction
£7.1077
8 Date and place of transactions
4 March 2013, London
9 Date issuer informed of transactions
5 March 2013
10 Total holding following notification
501,107
Name of duly authorised officer/official of issuer responsible
for making notification
Peter Harvey, Senior Assistant Secretary, 020 7992 1401

5 March 2013