

HSBC HOLDINGS PLC



6 August 2014

Notification of Transactions of Persons Discharging Managerial Responsibilities and Connected Persons

In accordance with DTR 3.1.2 R and 3.1.4 R(1)(a) HSBC Holdings plc was advised on 6 August 2014 that the following US\$0.50 ordinary shares were acquired and subsequently sold as a result of the exercise of options under the HSBC Savings-Related Share Option Plan in London on 6 August 2014.

Name	Exercise price per share	Shares acquired	Sale price per share	Shares disposed
Alan Keir	£5.0971	708	£6.32	708

For any queries related to this notification please contact: Nickesha Graham-Burrell, Senior Assistant Company Secretary on 020 7992 3633.