



HSBC HOLDINGS PLC

11 July 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 11 July 2014 that the following scrip dividend acquisitions took place in London on 10 July 2014.

Directors

Name	Price per share	Shares acquired
Douglas Flint	£5.9469	36
	£5.8941	64
Stuart Gulliver	\$10.3980	23,958
Iain Mackay	\$10.3980	9,371
Marc Moses	\$10.3980	11,913
Rona Fairhead	\$10.3980	214
Sam Laidlaw	\$10.3980	330
Sir Simon Robertson	\$10.3980	214
Jonathan Symonds	\$10.3980	191

Other Persons Discharging Managerial Responsibilities

Name	Price per share	Shares acquired
Ann Almeida	\$10.3980	7,015
	£5.8941	13
Samir Assaf	\$10.3980	16,618
Peter Boyles	\$10.3980	3,472
Simon Cooper	\$10.3980	3,716
Irene Dorner	\$10.3980	4,465
	£5.9469	1
	£5.8941	40
John Flint	\$10.3980	6,287
Pam Kaur	\$10.3980	1,436
Alan Keir	\$10.3980	4,041
	£5.8941	17
Stuart Levey	\$10.3980	4,280
Antonio Losada	\$10.3980	752
Sean O'Sullivan	\$10.3980	4,537

For any queries related to this notification please contact: Elaine Williams, Deputy Company Secretary on 02079912600