

**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)

<b>1</b>	<b>Name of the issuer</b>
	HSBC Holdings plc
<b>2</b>	<b>Name of the person discharging managerial responsibilities or, where applicable, the name of the person connected with a person discharging managerial responsibilities</b>
	Alan Keir, a person discharging managerial responsibilities
<b>3</b>	<b>Description of shares (including class), debentures, derivatives or any other financial instruments relating to shares</b>
	US\$0.50 ordinary shares
<b>4</b>	<b>State the nature of the transaction</b>
	(i) Acquisition / scrip dividend on conditional awards under the HSBC Share Plan 2011 (ii) Acquisition / reinvestment of dividend on an ISA
<b>5</b>	<b>Number of shares, derivatives or any other financial instruments relating to shares acquired</b>
	(i) 7,892 (ii) 32
<b>6</b>	<b>Number of shares, derivatives or any other financial instruments relating to shares disposed</b>
	N/A
<b>7</b>	<b>Price per share or value of transaction</b>
	(i) US\$9.9254 (ii) £6.0511
<b>8</b>	<b>Date and place of transaction</b>
	30 April 2014, London
<b>9</b>	<b>Date issuer informed of transaction</b>
	1 May 2014
<b>10</b>	<b>Name of duly authorised officer/official of issuer responsible for making notification</b>
	Sam Driver, Senior Company Secretary 02079926915
<b>11</b>	<b>Date of notification</b>
	1 May 2014