

HSBC HOLDINGS PLC



2 October 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 2 October 2014 that the following sale of US\$0.50 ordinary shares took place in London on that date.

Person Discharging Managerial Responsibilities

Name	Price per share	Shares disposed
Alan Keir	£6.20	39,155

For any queries related to this notification please contact: Nickesha Graham-Burrell, Senior Assistant Company Secretary on +44 (0)20 7992 3633.