

HSBC HOLDINGS PLC

15 September 2016

Notification of Transactions of Persons Discharging Managerial Responsibilities (“PDMRs”)

HSBC Holdings plc has been advised that the following disposals of ordinary shares of US\$0.50 took place in London on the dates indicated.

PDMRs

Name	Date	Price per Share	Shares sold
Samir Assaf	12 September 2016	£5.6484	31,795
	14 September 2016	£5.6229	83,207
Antonio Simoes	12 September 2016	£5.6390	18,048
		£5.6484	8,659
	14 September 2016	£5.6229	42,123

The following disclosure is made in accordance with Article 19 of the EU Market Abuse Regulation 596/2014.

1 - Details of the person discharging managerial responsibilities / person closely associated					
Name of natural person*	<table border="1"> <thead> <tr> <th>First Name(s)</th> <th>Last Name(s)</th> </tr> </thead> <tbody> <tr> <td>Samir</td> <td>Assaf</td> </tr> </tbody> </table>	First Name(s)	Last Name(s)	Samir	Assaf
First Name(s)	Last Name(s)				
Samir	Assaf				
2 - Reason for the notification					
Position/status*	CEO Global Banking & Markets				
Initial notification/amendment*	Initial Notification				
3 - Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
Full name of the entity*	HSBC Holdings plc				
Legal Entity Identifier code	MLU0ZO3ML4LN2LL2TL39				
4 - Details of the transaction(s)					
Description of the financial instrument, type of instrument*	Ordinary shares of US\$0.50 each				

Identification Code*	GB0005405286		
Nature of the transaction*	Disposal		
Currency*	GBP		
Price(s) and Volume(s)	Price	Volume	
	5.65	31,795	
Aggregated Information	Price	Volume	Total
	5.648	31,795	179,590.88
Date of Transaction	2016-09-12		
Place of Transaction	London Stock Exchange, Main Market (XLON)		

Description of the financial instrument, type of instrument*	Ordinary shares of US\$0.50 each		
Identification Code*	GB0005405286		
Nature of the transaction*	Disposal		
Currency*	GBP		
Price(s) and Volume(s)	Price	Volume	
	5.62	83,207	
Aggregated Information	Price	Volume	Total
	5.623	83,207	467,864.64
Date of Transaction	2016-09-14		
Place of Transaction	London Stock Exchange, Main Market (XLON)		

1 - Details of the person discharging managerial responsibilities / person closely associated

Name of natural person*	First Name(s)	Last Name(s)
	Antonio	Simoes

2 - Reason for the notification

Position/status*	Chief Executive, HSBC Bank plc
Initial notification/amendment*	Initial Notification

3 - Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

Full name of the entity*

Legal Entity Identifier code

4 - Details of the transaction(s)

Description of the financial instrument, type of instrument*

Identification Code*

Nature of the transaction*

Currency*

Price(s) and Volume(s)

Price	Volume	Total
5.64	18,048	101,772.67
5.65	8,659	48,909.50

Aggregated Information

Price	Volume	Total
5.642	26,707	150,682.17

Date of Transaction

Place of Transaction

Description of the financial instrument, type of instrument*

Identification Code*

Nature of the transaction*

Currency*

Price(s) and Volume(s)

Price	Volume
5.62	42,123

Aggregated Information

Price	Volume	Total
5.623	42,123	236,853.42

Date of Transaction

Place of Transaction

For any queries related to this notification please contact: Lauren Brown, Assistant Company Secretary on 020 7992 3761.