

**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)

1	Name of the issuer
	HSBC Holdings plc
2	Name of the person discharging managerial responsibilities or, where applicable, the name of the person connected with a person discharging managerial responsibilities
	S Assaf, a person discharging managerial responsibilities
3	Description of shares (including class), debentures, derivatives or any other financial instruments relating to shares
	US\$0.50 ordinary shares
4	State the nature of the transaction
	(i) Acquisition/exercise of options under the Group Share Option Plan; and (ii) Disposal/sale
5	Number of shares, derivatives or any other financial instruments relating to shares acquired
	172,130
6	Number of shares, derivatives or any other financial instruments relating to shares disposed
	172,130
7	Price per share or value of transactions
	(i) £6.0216 (ii) £6.9213
8	Date and place of transactions
	(i) and (ii) 26 April 2013, London
9	Date issuer informed of transactions
	26 April 2013
10	Name of duly authorised officer/official of issuer responsible for making notification
	Steve Owen, Assistant Secretary, 020 7991 3879
11	Date of notification
	26 April 2013