



HSBC North America Holdings Inc.

Who we are

HSBC North America Holdings Inc. is one of the ten largest bank holding companies in the United States with assets of US \$366.3 billion at 30 June 2011 (US GAAP). The company's businesses serve customers in the following key areas: retail banking and wealth management, credit cards, specialty insurance products, commercial banking, private banking, asset management, and global banking and markets.

Line of businesses

HSBC Bank USA, National Association, with total assets of \$195.1 billion as of 30 June 2011 (US GAAP), serves around 4 million customers through its personal financial services, commercial banking, private banking, asset management, and global banking and markets segments. It operates more than 470 bank branches throughout the United States. There are over 370 in New York state as well as branches in Connecticut, Washington, D.C., Florida, New Jersey, Pennsylvania, Maryland, Virginia, California, Delaware, Illinois, Oregon and Washington State. HSBC Bank USA, N.A. is the principal subsidiary of HSBC USA Inc., an indirect, wholly-owned subsidiary of HSBC North America Holdings Inc., one of the nation's largest bank holding companies by assets. HSBC Bank USA, N.A. is a member of the FDIC.

Retail Banking and Wealth Management provides a broad range of financial products and services including loans, residential mortgages and home equity lines of credit, deposits, branch services and financial planning products and services. The bank's on-line banking business offers higher-yield savings and CDs. HSBC Premier is the bank's global personal banking service for mass affluent and internationally mobile consumers.

Commercial Banking offers comprehensive global banking services, along with financial planning to companies, government entities and non-profit organizations. In addition to deposits and lending, services include payments and cash management, merchant services, trade and supply chain, corporate finance, global markets and risk advisory. HSBC also distributes professional insurance and provides a personal banking program for company employees. Clients are served by a dedicated relationship manager in continuous collaboration with HSBC's network of financial specialists worldwide with access to a seven-day-a-week dedicated business service line.

Global Banking and Markets is an emerging markets-led and financing-focused business that provides tailored financial solutions to major government, corporate and institutional clients worldwide. HSBC manages its Global Banking and

Markets operations as a global business and maintains offices in more than 60 countries and territories. Global Banking and Markets offers clients geographic reach and deep local knowledge. In the United States, it offers a full range of tailored financial products and services through the Bank and HSBC Securities (USA) Inc., a member of NYSE/FINRA/SIPC. Securities and certain annuity products are not a deposit or obligation of the Bank, are not guaranteed by the Bank or any of its affiliates, and are not insured by the FDIC or any other U.S. federal government agency.

Global Asset Management offers clients a range of developed and emerging market investment capabilities including equity, fixed income, liquidity and alternative strategies. HSBC Global Asset Management is one of the world's leading investment management organizations with more than \$449 billion in assets under management, including approximately \$135 billion of client assets invested in local, regional and global emerging markets as of 30 June 2011. Through its network of offices in 36 countries and territories, HSBC Global Asset Management serves a diverse client base of corporations, public pension plans, insurance companies, endowments and foundations, and sovereign and supranational funds.

Private Banking offers a wide range of wealth management and specialist advisory services for high net worth individuals and families with local and international needs, including banking, liquidity management, investment services, custody services, tailored lending, wealth planning, trust and fiduciary services, insurance, family wealth and philanthropic advisory services. In addition, HSBC Private Bank professionals are able to leverage HSBC's global capabilities, resources and expertise -- including capital markets, commercial real estate and middle market lending -- on behalf of clients to deliver services and solutions for all aspects of their wealth management needs.

HSBC Finance Corporation, through its subsidiaries, provides credit cards and private label credit cards and specialty insurance products, and also services a liquidating portfolio of residential real estate loans and unsecured loans. HSBC Finance is a subsidiary of HSBC North America Holdings Inc.

The following are the primary businesses that make up HSBC Finance Corporation:

Card and Retail Services is the seventh largest provider of MasterCard and Visa credit cards in the United States. In addition, *Card and Retail Services* is the third largest issuer of private label (merchant branded) credit cards in the U.S. and also offers co-brand cards. The business has private label card relationships with over 20 merchants, including some of the world's premier retailers and manufacturers such as Best Buy, Saks, The Neiman Marcus Group, Furniture Row and Yamaha.

HSBC Insurance provides life insurance, annuities, credit protection and many other specialty insurance products including our own term life insurance product

through a variety of distribution channels to HSBC customers in the U.S. and Canada.

Consumer and Mortgage Lending services a liquidating portfolio of unsecured and residential real estate loans and secured consumer loans.

Management

Niall Booker is chief executive officer of HSBC North America.

Location

HSBC North America is headquartered in New York City.

Media Contacts

Public Affairs - Mettawa, Ill, 224-544-3310; New York, NY, 212-525-6901;

Web sites: www.us.hsbc.com

HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 7,500 offices in over 80 countries and territories in Europe, the Asia-Pacific region, North and Latin America, the Middle East and Africa. With assets of US\$2,691bn at 30 June 2011, HSBC is one of the world's largest banking and financial services organisations.

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