

Investor Presentation

HSBC North America
March 8, 2010



HSBC 
The world's local bank



Disclosure statements

This presentation, including the accompanying slides and subsequent discussion, contains certain forward-looking information with respect to the financial condition, results of operations and business of HSBC Holdings plc and HSBC USA Inc. This forward-looking information represents expectations or beliefs concerning future events and involves known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Additional detailed information concerning important factors that could cause actual results to differ materially is available in the HSBC Holdings plc Annual Report and the HSBC USA Inc. Annual Report on Form 10-K, each for the year ended December 31, 2009. Please be further advised that Regulation FD prohibits HSBC representatives from answering certain, specific questions during the Q&A session. You may get copies of the HSBC USA Inc. document referred to above free by visiting EDGAR on the SEC website at www.sec.gov.

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HSBC Holdings plc reports financial results in accordance with International Financial Reporting Standards ('IFRSs') as issued by the International Accounting Standards Board ("IASB") and endorsed by the European Union ("EU"). EU-endorsed IFRSs may differ from IFRSs, as issued by the IASB if, at any point in time, new or amended IFRSs have not been endorsed by the EU. At December 31, 2009, there were no unendorsed standards affecting this document and there was no difference between IFRSs endorsed by the EU and IFRSs as issued by the IASB in terms of their application to HSBC.

IFRSs comprise accounting standards issued by the International Accounting Standards Board and its predecessor body and interpretations issued by the International Financial Reporting Interpretations Committee and its predecessor body.

All amounts are in US\$ unless otherwise stated.

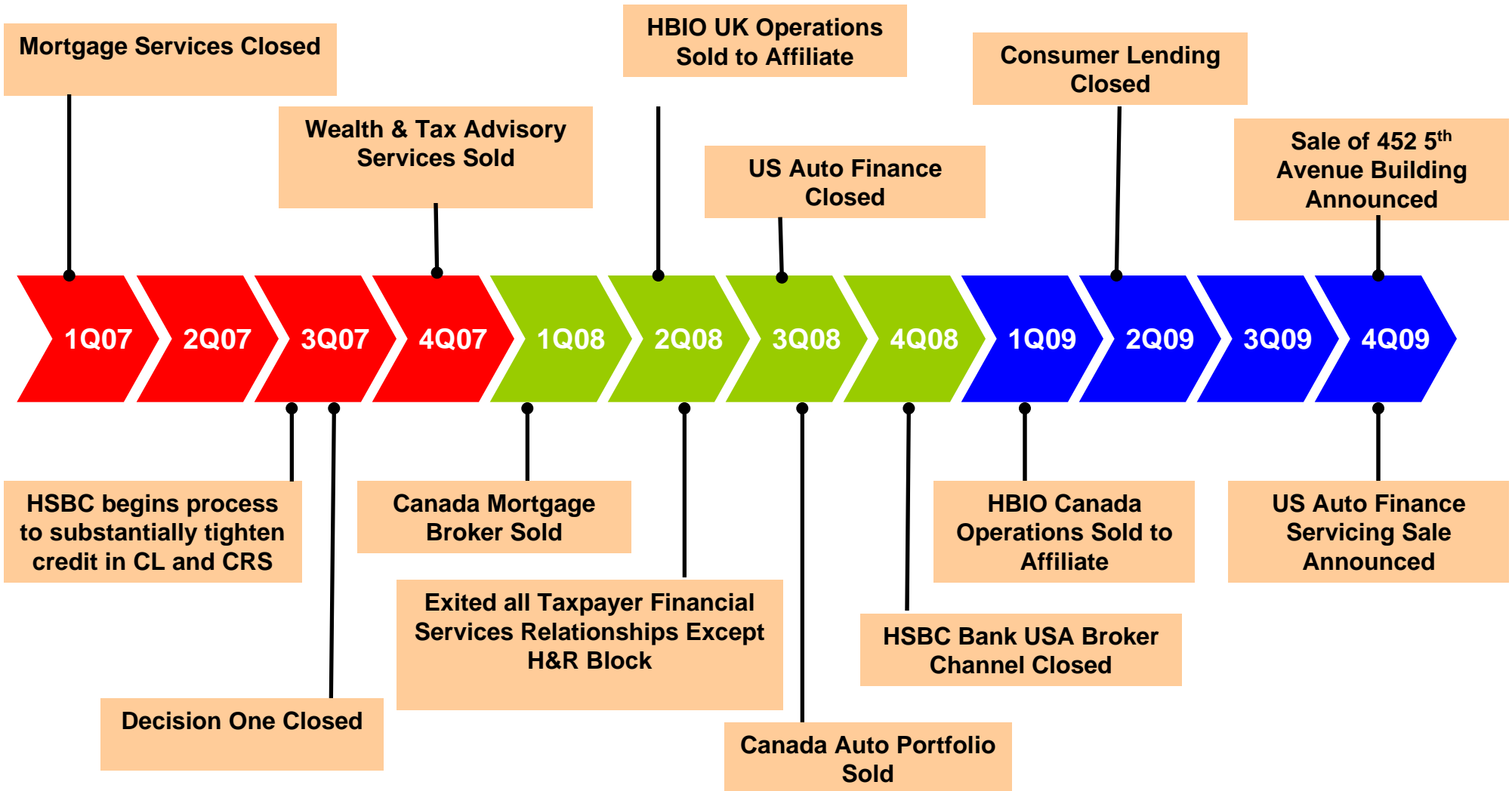


Update on HSBC North America Strategy

Brendan McDonagh
Chief Executive Officer
HSBC North America Holdings Inc.



Disposals and Business Realignment 2007-2009





Lead from Strength

- Optimizing performance in our core businesses:
 - Cards business in US recorded 2009 PBT of \$641 million, excluding goodwill impairment charges of \$530 million
 - Strategic expansion of bank branch network with 24 new branches opened in 2009 (18 in US and 6 in Canada)
 - Online savings accounts have grown to \$18 billion in North America, up 8 percent year-over-year
 - During 2009 approximately 146,000 have joined Premier, a 40 percent increase in the North America customer base
 - Global Banking and Markets in the US and Canada recorded 2009 PBT of \$664 million*, up \$3.3 billion year-over-year
- Reserves for consumer receivables remained flat in Q4 2009 (excluding change in write-off policy), down from Q1 2009 and Q2 2009 levels

* Refers to North America excluding Bermuda



Enhance our Brand

- HSBC Brand Health Index scores* in the US and Canada are steadily improving, and have both hit their 2009 targets
 - For the first time ever, HSBC in New York has moved into 3rd position (overtaking Citibank) just behind Chase and Bank of America
- We continue to proactively reach out and assist customers who are experiencing financial difficulties
 - During 2009, we have modified more than 104,000 loans, with balances totaling approximately \$14.6 billion
- North America employees have completed close to 72,000 service hours; 66 percent of the volunteerism supported education and the environment

*Internal HSBC Brand Health Index administered by Synovate for Group Marketing in London



Execute One HSBC

2010

- One HSBC Customer Data Management – Canada
- One HSBC Account Opening – US PFS, Canada PFS & CMB
- SWH Gold Suite / Core Banking – Canada and US
- One HSBC Cards & Collections – HSBC Finance
- One HSBC Trade – Canada
- One HSBC Payments GPS – Canada

2011

- One HSBC Account Opening – US CMB
- One HSBC Account Servicing and Internet – US and Canada
- One HSBC Sales Services and Business Intelligence – US and Canada
- One HSBC Trade – US
- One HSBC Collections – US and Canada
- One HSBC Payments Global Billing System – US
- One HSBC Cards – First Data Resources and Canada

2012

- One HSBC Account Servicing Teller, Loans, Mortgages & Insurance – US and Canada
- SWH Core Banking Loans 2.0 – US and Canada



Ongoing areas of Focus – 2010

HSBC Bank USA

- Additional growth efforts in HSBC Advance, HSBC Premier and Commercial Banking
- Leveraging Group relationships and unique global footprint in Global Banking and Markets and Group Private Bank
- Continue to provide vital banking and financial services to our personal and commercial customers

HSBC Bank Canada

- Leverage international capability to enhance Premium PFS and Wealth Management proposition
- Continue as leading international bank for business in Canada
- Focus on leveraging our LatAm connections in Global Banking and Markets
- Expand Business Banking, including Business Direct

HSBC Finance

- Continue to effectively manage our run-off portfolios to maximize collection
- Achieve balance sheet size that optimizes own risk profile and our liquidity
- Leading home preservation efforts
- Continue to leverage US Cards expertise globally and migrate US Cards platform into a Global Cards platform

Continued focus on expense management and efficient use of capital across all entities



North America Summary *Positioning for the Future*

Strong, steadfast, sustainable

Continue to take decisive actions to reposition our core businesses for long-term success and sustainable profitability

Remain focused on things we can control

Optimize business priorities in core areas and run-off non-core portfolios

Continue to focus on home preservation efforts and collect effectively and ethically

Build on local presence coupled with global connectivity to selectively grow our core business

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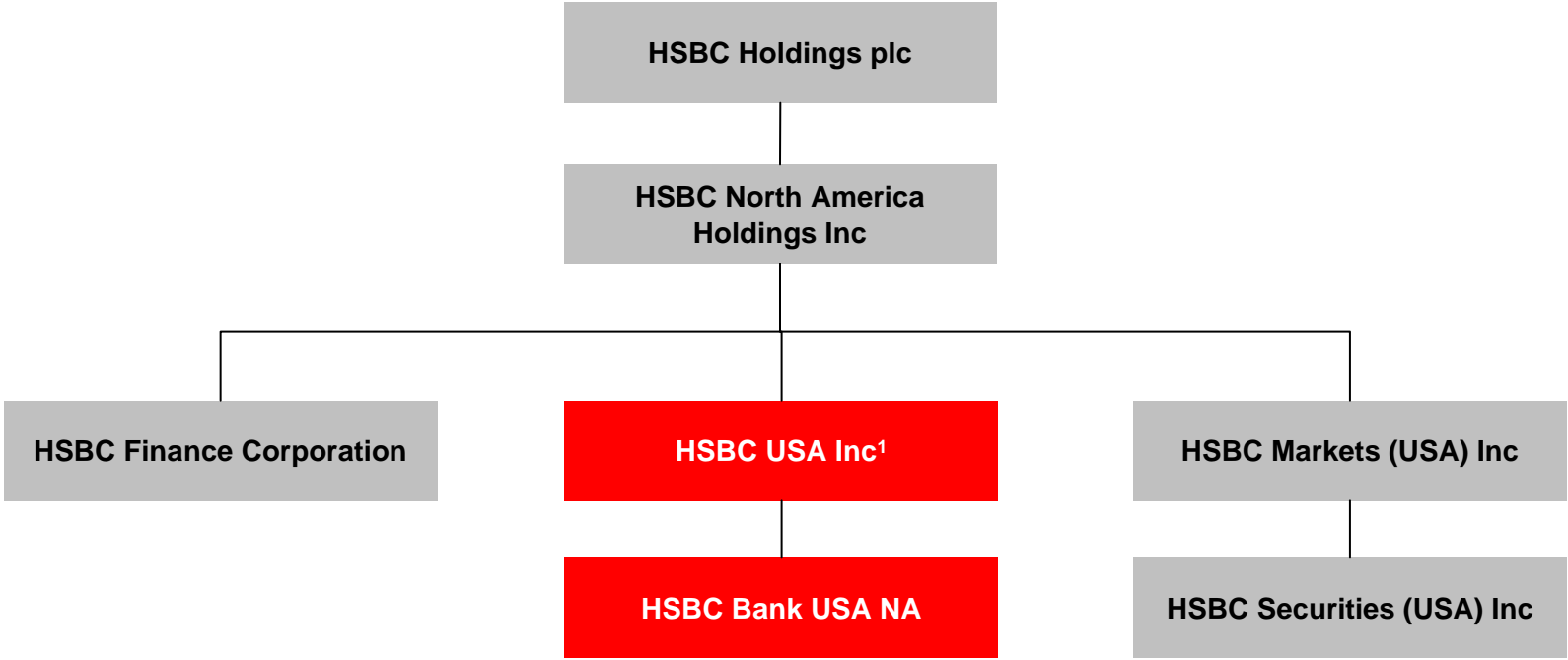


Strategic Overview

Irene Dorner
Chief Executive Officer
HSBC USA Inc.



HSBC in the US – Principal legal entities









Notes:

(1) HSBC USA Inc will be referred to as “HUSI” throughout this presentation. This is the principal bank subsidiary for the HSBC Group in the United States.



US strategy aligned to Group strategy and with key trends

| Global Trends | US Strategy |
|--|---|
|  <p>Emerging markets will grow faster than developed markets</p> |  <p>Take advantage of emerging markets growth opportunities</p> |
|  <p>Global trade will grow faster than the economy</p> |  <p>Capitalize on expected increase in international and overseas activities</p> |
|  <p>People are living longer</p> |  <p>Capitalize on increasing demand for wealth products</p> |



US strategy joined up across businesses

- Focused on core strengths and competencies
 - Competing in businesses where we have a “right to win”
 - Focusing on internationally-oriented Group customers

| Personal Financial Services | Commercial Banking | Global Banking and Markets | Global Private Banking |
|--|--|--|---|
| <ul style="list-style-type: none"> • Premium participation strategy in the US via Premier and Advance propositions • Providing differentiated premium services to the internationally minded mass affluent and upwardly mobile customer segments | <ul style="list-style-type: none"> • Aim to be the leader in international business banking in selected markets nationally and the best small business bank in target markets • Target pool of internationalizing US customers | <ul style="list-style-type: none"> • Supporting global strategy of being the leading emerging markets-led, financing-focused wholesale bank • Integrated Americas platform • Core products for core clients • Aim to be strategic, significant and sustainable | <ul style="list-style-type: none"> • Support global strategy of being “The World’s Private Bank” • Re-positioned as an internationally-led Private Bank in the US for both offshore and onshore clients |



2010 growth opportunities in the US

- Take advantage of emerging markets growth opportunities:
 - Leverage Latin America International Center to help drive growth of our international customer base in Personal Financial Services
 - Continue establishing United States as the hub for Latin America as part of the Global Banking and Markets Americas platform
 - Leverage Miami as the hub for offshore services for Latin American Private Banking clients
- Capitalize on expected increase in international and overseas activities:
 - Engage in more targeted marketing and business development efforts
 - Continue to focus on sourcing new international business with Middle Market clients
 - Pursue opportunities in Trade & Supply Chain business post-sale of Wells Fargo-HSBC Trade Bank
- Capitalize on increasing demand for wealth products:
 - Increase market share for Wealth and Insurance products
 - Grow Premier proposition with aim to have 1M+ customers by 2013
 - Continue efforts to align retail branch network size and geographic distribution with our internationally led niche strategy



Looking forward

- More optimistic outlook given resilient performance during 2009, reflecting increased traction of our strategy
- Well-positioned for the future – Continuing to grow and invest in core businesses that are strategically relevant to HSBC
- Market conditions are continuing to stabilize although overall economic environment remains relatively weak
- Regulatory environment remains uncertain
- Cost management, capital preservation and risk reduction / mitigation efforts will continue



Financial Overview

Gerard Mattia
Chief Financial Officer
HSBC USA Inc.



HSBC USA Inc – Key Performance Metrics

| | Full Year | | Variance on 2008 | |
|---|--------------|---------|------------------|-------|
| | 2009 | 2008 | US\$ | % |
| Profit (Loss) Before Tax (IFRS) (US\$m) | (826) | (1,856) | 1,030 | 55.5 |
| Cost Efficiency Ratio (US GAAP) (%) | 50.1 | 101.8 | | 51.7 |
| Return on Average Assets (US GAAP) (%) | (0.1) | (0.9) | | 0.8 |
| Return on common shareholders equity (US GAAP) (%) | (1.7) | (17.6) | | 15.9 |
| Total Assets (US GAAP) (US\$bn) | 171 | 186 | (15) | (8.1) |
| Tier 1 capital / RWA (US GAAP) (%) * | 9.6 | 7.6 | | 2.0 |
| Total capital / RWA (US GAAP) (%) * | 14.2 | 12.0 | | 2.2 |

* Risk Weighted Assets are on a local basis



HSBC USA Inc – Income Statement

| IFRS, US\$m | Full Year | | Variance on 2008 | |
|---|-----------|---------|------------------|-----------|
| | 2009 | 2008 | \$ | % |
| Net interest income | 4,719 | 3,833 | 886 | 23.1 |
| Other operating income | 1,232 | (14) | 1,246 | <i>nm</i> |
| Net Operating Income before loan impairment charges | 5,951 | 3,819 | 2,132 | 55.8 |
| Loan impairment charges | (3,687) | (2,640) | (1,047) | (39.7) |
| Operating expenses | (3,090) | (3,035) | (55) | (1.8) |
| Profit (loss) before tax | (826) | (1,856) | 1,030 | 55.5 |



HSBC USA Inc – Profit (Loss) Before Tax by Customer Group

| IFRS, US\$m | Full Year | | Variance on 2008 | |
|--|--------------|----------------|------------------|-------------|
| | 2009 | 2008 | \$ | % |
| Personal Financial Services (excluding Consumer Finance) | (693) | (697) | 4 | 0.6 |
| Consumer Finance | 293 | (121) | 414 | nm |
| Commercial Banking | 135 | 193 | (58) | (30.1) |
| Global Banking and Markets | 76 | (1,836) | 1,912 | nm |
| Private Banking | (52) | 63 | (115) | (182.5) |
| Other | (585) | 542 | (1,127) | nm |
| Total profit before tax | (826) | (1,856) | 1,030 | 55.5 |



HSBC USA Inc – Period End Balance Sheet

| US GAAP, US\$bn | Current | Prior | Variance on 2008 | |
|---------------------------------------|---------------------|---------------------|------------------|--------------|
| | 31-Dec-09 Actual | 31-Dec-08 Actual | Inc / (Dec) | % |
| Cash and due from banks | 3.2 | 2.9 | 0.3 | 10.3 |
| Interest bearing deposits with banks | 20.1 | 15.9 | 4.2 | 26.4 |
| Fed funds | 1.0 | 10.8 | (9.8) | (90.7) |
| Trading assets | 25.8 | 31.3 | (5.5) | (17.6) |
| Securities AFS | 27.8 | 24.9 | 2.9 | 11.6 |
| Securities HTM | 2.8 | 2.9 | (0.1) | (3.4) |
| Loans (net of reserves) | 75.6 | 78.7 | (3.1) | (3.9) |
| Loans held for sale | 2.9 | 4.4 | | |
| Goodwill | 2.7 | 2.7 | 0.0 | 0.0 |
| Other assets | 9.2 | 11.1 | (1.9) | (17.1) |
| Total Assets | 171.1 | 185.6 | (13.0) | (7.0) |
| Domestic deposits | 90.7 | 85.6 | 5.1 | 6.0 |
| Foreign deposits | 27.6 | 33.5 | (5.9) | (17.5) |
| Total deposits | 118.3 | 119.1 | (0.8) | (0.7) |
| Trading liabilities | 8.0 | 16.3 | (8.3) | (50.9) |
| Short-term borrowings | 6.5 | 10.5 | (4.0) | (38.1) |
| Interest, taxes and other liabilities | 5.1 | 4.9 | 0.2 | 4.1 |
| Long term debt | 18.0 | 22.1 | (4.1) | (18.6) |
| Total Equity | 15.2 | 12.7 | 2.5 | 19.7 |
| Total Liabilities and Equity | 171.1 | 185.6 | (14.5) | (7.8) |



HSBC USA Inc – Loans Outstanding

| US GAAP, US\$bn | Full Year | | Variance on 2008 | |
|------------------------------------|--------------|-------|------------------|--------|
| | 2009 | 2008 | \$ | % |
| Total commercial loans | 30.3 | 37.4 | (7.1) | (19.0) |
| Consumer loans: | | | | |
| Residential mortgages | 17.9 | 22.5 | (4.6) | (20.4) |
| Private label cards | 15.1 | 17.1 | (2.0) | (11.7) |
| Credit cards, Other | 13.0 | 2.1 | 10.9 | 519.0 |
| Other consumer | 3.2 | 2.0 | 1.2 | 60.0 |
| Total consumer loans | 49.2 | 43.7 | 5.5 | 12.6 |
| Total loans | 79.5 | 81.1 | (1.6) | (2.0) |
| Allowance for credit losses | (3.9) | (2.4) | 1.5 | (62.5) |
| Loans, net | 75.6 | 78.7 | (3.1) | (3.9) |
| Loans held for sale | | | | |
| Commercial loans held for sale | 1.1 | 0.9 | 0.2 | 22.2 |
| Consumer loans held for sale | 1.8 | 3.5 | (1.7) | (48.6) |
| Total loans held for sale | 2.9 | 4.4 | (1.5) | (34.1) |



HSBC USA Inc – Customer Accounts

| IFRS, US\$bn | Full Year | | Variance on 2008 | |
|-----------------------------|--------------|--------------|------------------|--------------|
| | 2009 | 2008 | US\$ | % |
| Personal Financial Services | 48.3 | 45.5 | 2.8 | 6.1 |
| Commercial Banking | 24.1 | 22.8 | 1.3 | 5.7 |
| Global Banking & Markets | 30.0 | 39.3 | (9.3) | (23.7) |
| Private Banking | 11.6 | 12.3 | (0.7) | (5.7) |
| Total deposits | 114.0 | 119.9 | (5.9) | (5.0) |

| US GAAP, US\$bn | Full Year | | Variance on 2008 | |
|-----------------|-----------|-------|------------------|-------|
| | 2009 | 2008 | US\$ | % |
| Total deposits | 118.3 | 119.1 | (0.8) | (0.7) |
| Core deposits | 83.2 | 68.8 | 14.4 | 20.9 |



HSBC USA Inc – Credit Quality

| US GAAP, US\$m | Full Year | | Variance on 2008 | |
|---|--------------|--------------|------------------|--------------|
| | 2009 | 2008 | US\$ | % |
| Provision for Credit Losses | | | | |
| Commercial | 665 | 428 | 237 | 55.4 |
| Consumer: | | | | |
| Residential mortgages | 559 | 505 | 54 | 10.7 |
| Credit card receivables | 2,730 | 1,505 | 1,225 | 81.4 |
| Other consumer | 190 | 105 | 85 | 81.0 |
| Total consumer | 3,479 | 2,115 | 1,364 | 64.5 |
| Total provision for Credit Losses | 4,144 | 2,543 | 1,601 | 63.0 |
| As a percentage of Total Loans (%) | 5.21 | 3.14 | | 2.1 |
| Total net charge-offs | 3,108 | 1,560 | 1,548 | 99.2 |
| Non-accruing Loans | | | | |
| Commercial: | | | | |
| Construction and other real estate | 644 | 74 | 570 | 770.3 |
| Other commercial | 623 | 167 | 456 | 273.1 |
| Total commercial | 1,267 | 241 | 1,026 | 425.7 |
| Consumer: | | | | |
| Residential mortgages | 1,420 | 1,007 | 413 | 41.0 |
| Credit card receivables | 3 | 2 | 1 | 50.0 |
| Auto finance | 48 | 3 | 45 | nm |
| Other | 9 | 0 | 9 | nm |
| Total consumer | 1,480 | 1,012 | 468 | 46.2 |
| Total Non-accruing Loans | 2,747 | 1,253 | 1,494 | 119.2 |



Business Overview



Personal Financial Services

Kevin Martin
Senior Executive Vice President
Personal Financial Services

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Personal Financial Services

Premium participation strategy

- Leverage global scale and local distribution and capabilities to grow profitably in selected markets
- Competing where we have a “right to win”
 - Customer segments which have strong international connectivity
 - Product families where global scale is critical and we have it
 - Launch of Advance customer proposition in 2H 2010 targeted to internationally-oriented upwardly mobile segment. HSBC Direct re-branded to HSBC Advance as of January 31, 2010
 - Network transformation continues with focus on Premium Bank strategy
- Implementation in the US:
 - Wealth Management-led banking targeted to internationally-oriented mass affluent, emerging affluent and niche segments
 - Direct banking



Personal Financial Services US

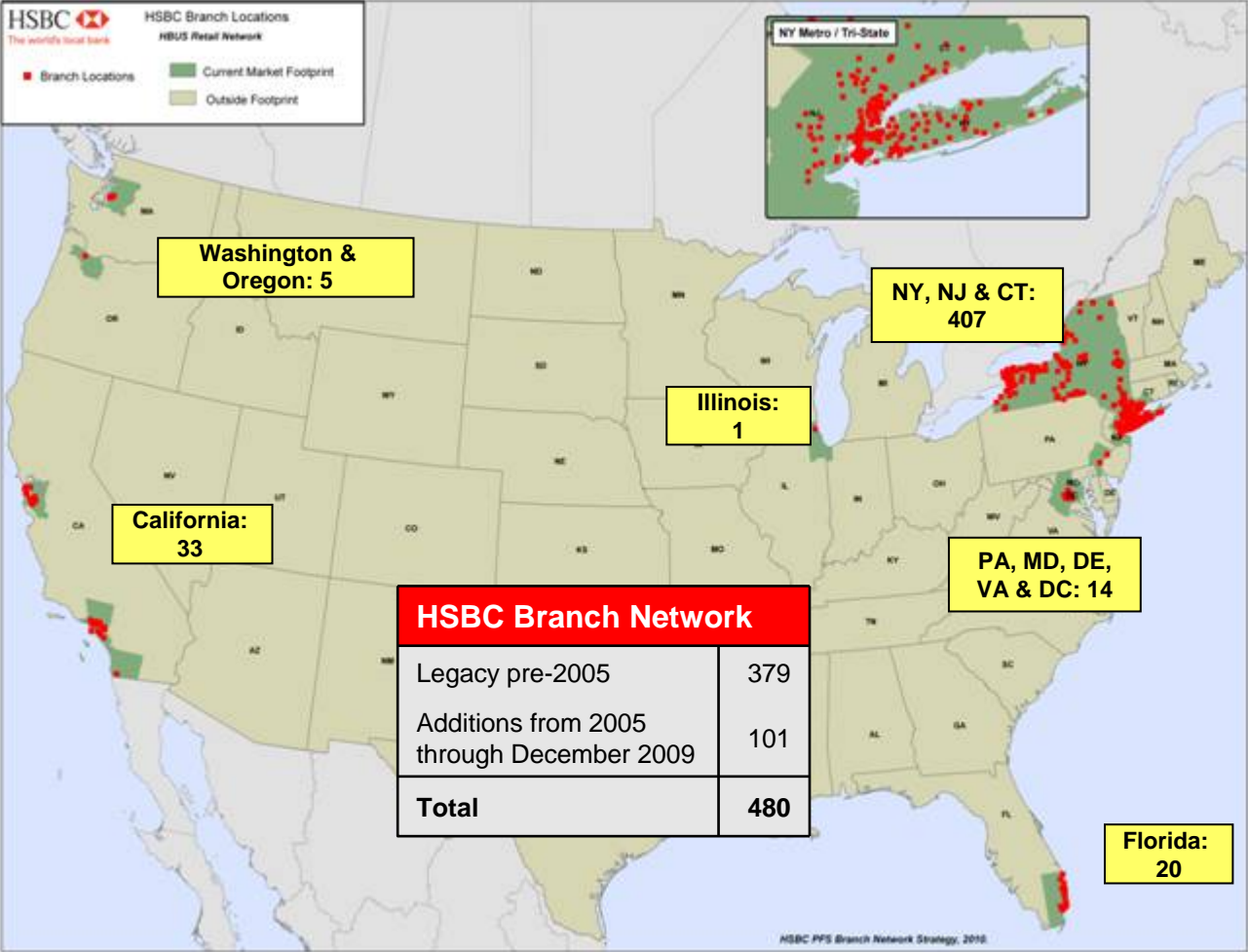
Disciplined execution with 4 areas of focus

| Customer | Distribution | Simplification | One HSBC |
|--|--|--|--|
| <ul style="list-style-type: none"> • Drive a relationship banking strategy underpinned by superior service • Customer acquisition focus remains on the fast-growing internationally minded “cosmocrat” customer segments where we have a proven right to win | <ul style="list-style-type: none"> • Continuing to pursue a multi-channel strategy • Selective growth – c. 100 net new branches added since early 2005 • Shift towards network footprint consistent with our premium strategy • HSBC Direct launched in 2005 and has more than 1 million customers (re-branded to HSBC Advance as of January 31, 2010) | <ul style="list-style-type: none"> • Ongoing efforts to optimize and simplify the business • Mortgage business integrated with PFS to leverage resources • Focus shifted from standalone products to products tailored for Premier and Advance propositions | <ul style="list-style-type: none"> • Business transformation enabled by technology – Represents a fundamental change in the way we do business • Driven by the business to drive a superior and consistent customer experience at a lower cost of delivery |



Personal Financial Services

Branch network transformation consistent with our premium bank strategy



- Aligning retail branch network size and geographic distribution with our internationally-led strategy
 - Focusing on high density, segment specific prospects in internationally connected cities
 - Optimizing our US resources and providing the greatest customer reach in support of our global proposition
 - Network in CA has grown from 8 to 33 since early 2005
- Approx. 42% of “new-to-Bank” Premier customers driven by expansion markets, which represent c. 22% of total network
- Plans to expand further with 6 new branches in 2010



Personal Financial Services US

The new premium bank look and feel



Garden Grove, CA - Reception



Garden Grove, CA - Exterior



San Marino, CA – Customer Lounge



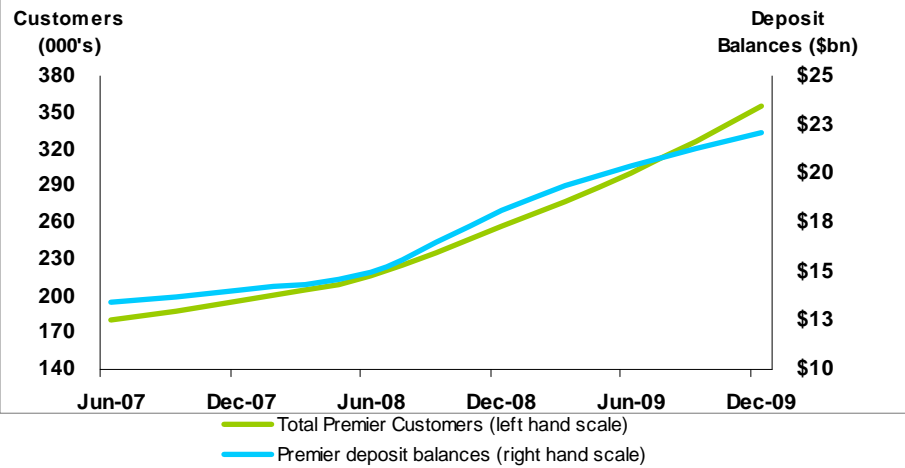
Personal Financial Services US

Growth in Premier and Advance segments

Premier

- Target internationally minded mass affluent segment
- Strong account and balance growth. 37% Customer growth in 2009 and 81% growth since Dec 2007
- Since Dec 07, 47% of new to Premier customers are New to HSBC

Growth in Premier customers¹ and deposits²

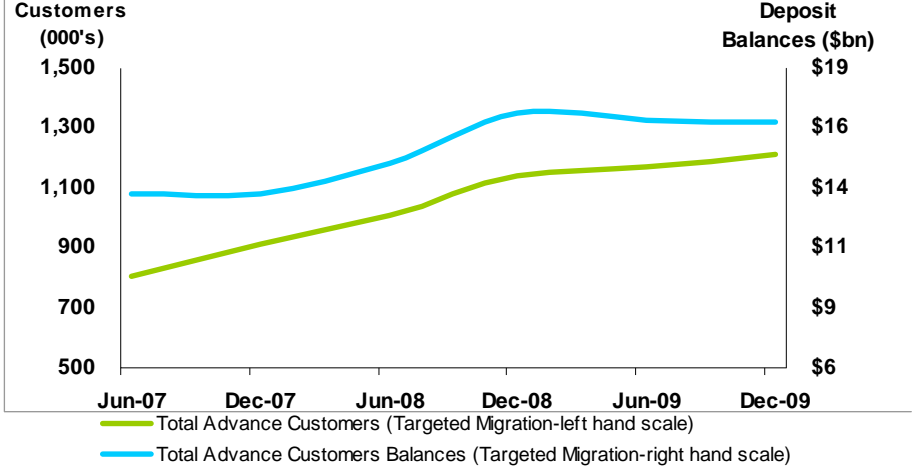


Notes:
 (1) Excludes Premier accounts in Global Private Banking
 (2) IFRS basis

Advance / Direct / Plus

- Target internationally minded upwardly mobile segment
- Strong balance growth. Deposit balances (including Online Savings) grew to \$16.3B in Dec 2009, a 23% increase from Dec 2007
- 6% Customer growth in 2009 and 32% growth since Dec 2007

Growth in Advance customers and deposits²





Commercial Banking

Chris Davies

Senior Executive Vice President
Head of Commercial Banking, North America

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Commercial Banking US

Strategic focus and objectives

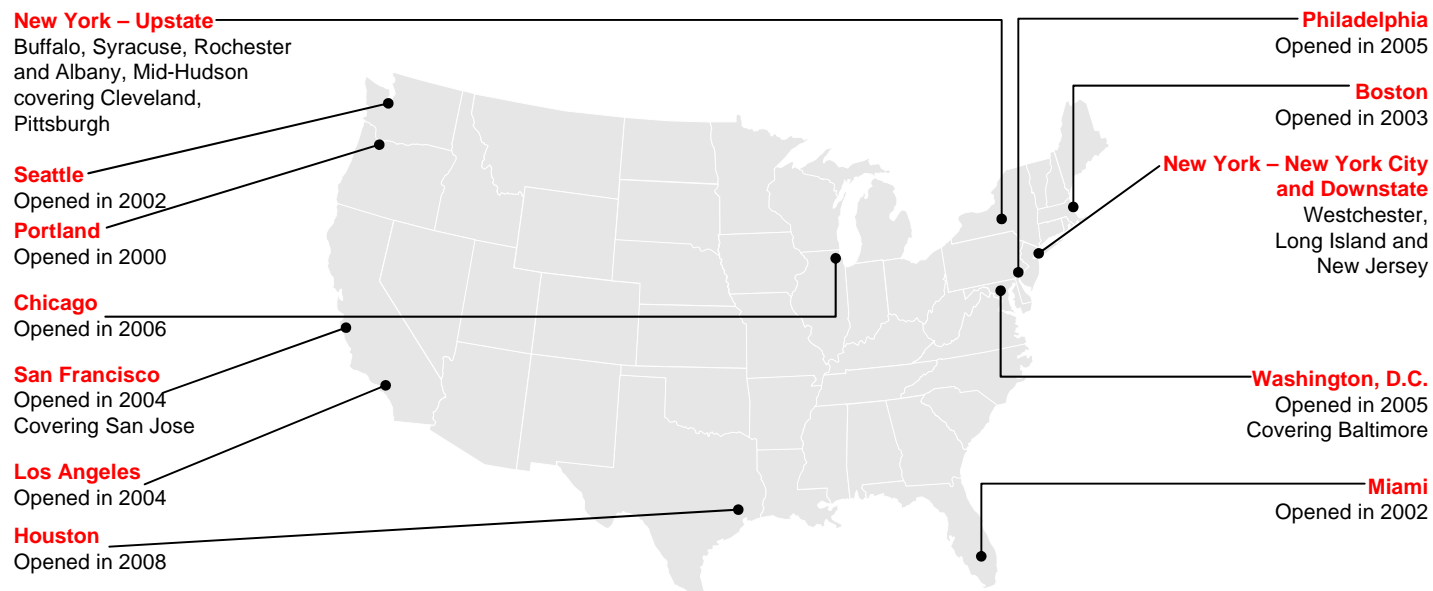




Commercial Banking US

Grow through differentiated propositions

- Diversification from core geographies to major financial centers nationwide via organic office expansion



- CMB now able to deliver a full range of Trade & Supply Chain services to internationally-connected, Mid-Market clients in 18 western states
- Business Banking segment delivered primarily through branch network and supplemented by alternative channels
- Developing cross-border Energy sector business based in Houston to leverage demand from Canadian energy clients and optimal geographic location



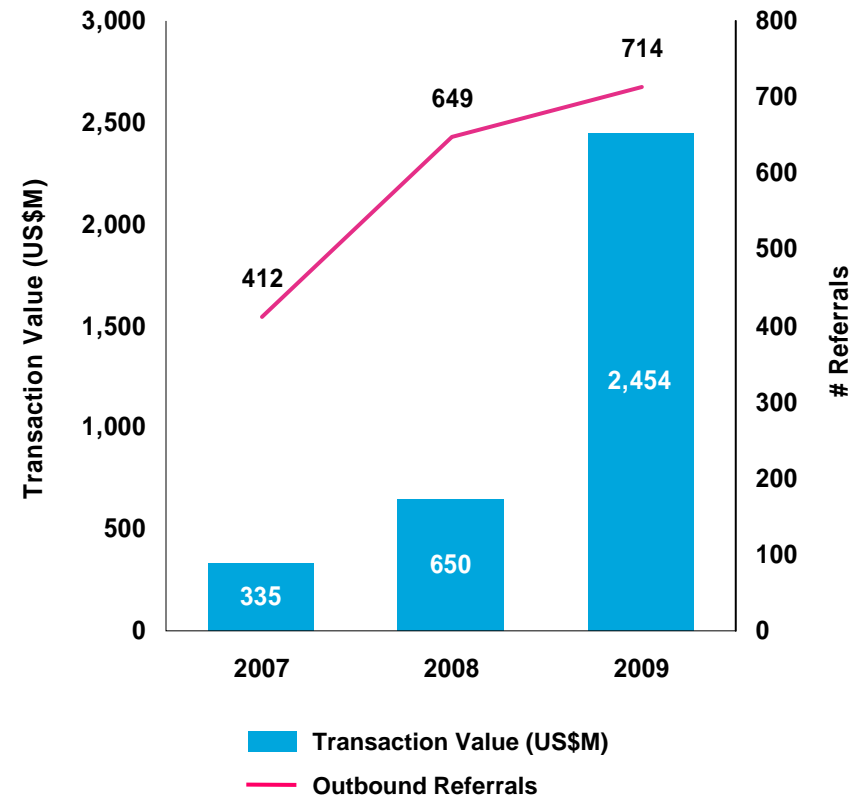
Commercial Banking US

Increasing momentum and continuing to lead international business

- Continued focus on cross-border business:
 - Successful referrals to other HSBC Group offices grew by 10% YOY in 2009, and associated transaction value increased significantly by 278%
- In Commercial Real Estate, a high concentration of HSBC Group client business adds resilience in a difficult market
- Sustaining strong momentum in cross-sell of Global Markets products into CMB sector, with revenue growth of 36% YOY
- Focused relationship management contributed to Business Banking customer growth
 - Business Banking customer deposits grew by 13% in 2009

Cross-border activity gains momentum

Transaction value and outbound referrals





Commercial Banking US

International banking and building the franchise

- Several high value business wins in 2009 demonstrated market potential for HSBC:

Equipment Company ***US\$10bn annual turnover***

Payments and cash management in 9 countries, 100 new accounts, 40 existing accounts. Company is centralizing business from over 300 key relationships to 30 and HSBC is largest benefactor of the 30. Ancillary business: Lending, Trade and Global Markets.

One of the World's Largest Apparel Manufacturers ***US\$4bn annual turnover***

Treasury Management Services in 20 countries throughout AsiaPac and LatAm.

Diversified Entertainment Co. ***US\$2bn annual turnover***

All payments and cash management business in North America, managing 180+ accounts nationwide with ancillary business including lending and FX.

Global Sportswear Company ***US\$1.5bn annual turnover***

Domestic treasury management business part of an HSBC mandate in 24 countries. Consolidated seven existing banks to one, reduced accounts from 83 to 23. Ancillary business: FX spot and hedging and Trade products.



Commercial Banking US Awards



Best Global Bank
**Best Global Transaction
Banking House**
2009 Awards for Excellence



**#1 Online Platform,
HSBCnet – US Large
Corporate Study**
**#2 Globally & US Middle
Market**
2008 Online Services
Benchmarking Study



**#2 Global Cash Management
Bank**
**Regional Cash Management:
#2 in North America**

**Domestic Cash Management:
#2 in the United States**

2009 Cash Management Poll



#1 SBA 504 Lender 2009
State of New York



Global Banking and Markets

Tony Murphy

Chief Executive Officer

Global Banking and Markets Americas

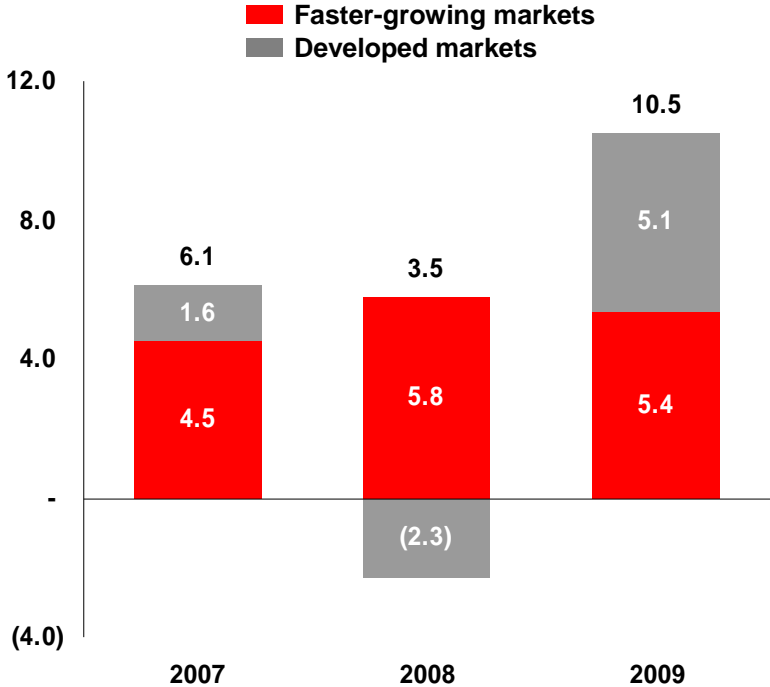
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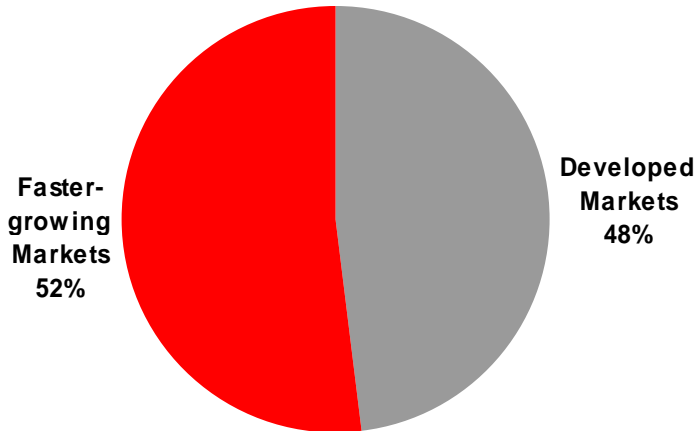
Global Banking and Markets global results

Record performance, emerging markets-led and financing-focused

Profit before tax, US\$B



Profit before tax, 2009 % share

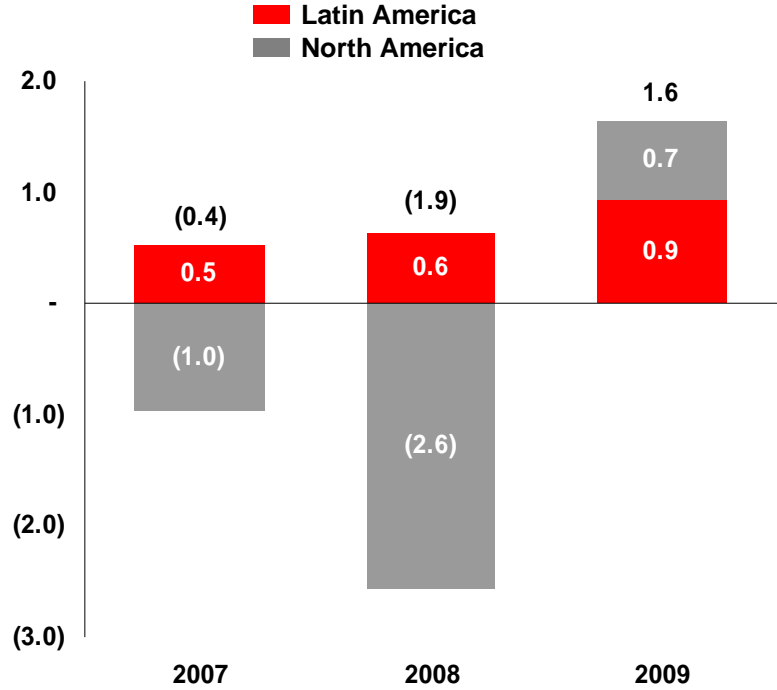




Global Banking and Markets Americas results

Strong recovery, aligned to global strategy

Profit before tax, US\$B



Profit before tax, 2009 % share





Global Banking and Markets Americas

Market recognizes success of our strategy

2009 Awards and Key Transactions



- Best Global Debt House
- Best Global Transaction Banking House
- Best Debt House in Latin America
- Best Debt House in Asia
- Best Debt House in the Middle East
- #2 Cash Management Bank Globally
- #2 in North America for Regional Cash Management
- #2 in the US for Domestic Cash Management



- Best Bank for FX for Corporates
- Best Bank for Emerging LatAm Currencies
- Best Bank for Forward FX



- Latin American Loan of the Year: Grupo Bimbo
- Latin American Bond of the Year: Petrobras

2009 Rankings

#4 in International Bonds Globally

#1 in Emerging Markets Bonds Globally

#1 in Latin American Investment Grade Bonds

#1 in Latin American Local and International Bonds

#1 in Brazilian Local and International Bonds

#1 in Mexican Local and International Bonds

September 2009



USD1.5 billion 4.875% notes due Mar 2015

Joint Lead Arranger

October 2009



USD4 billion Dual-Tranche 10yr -30yr

Bookrunner

December 2009



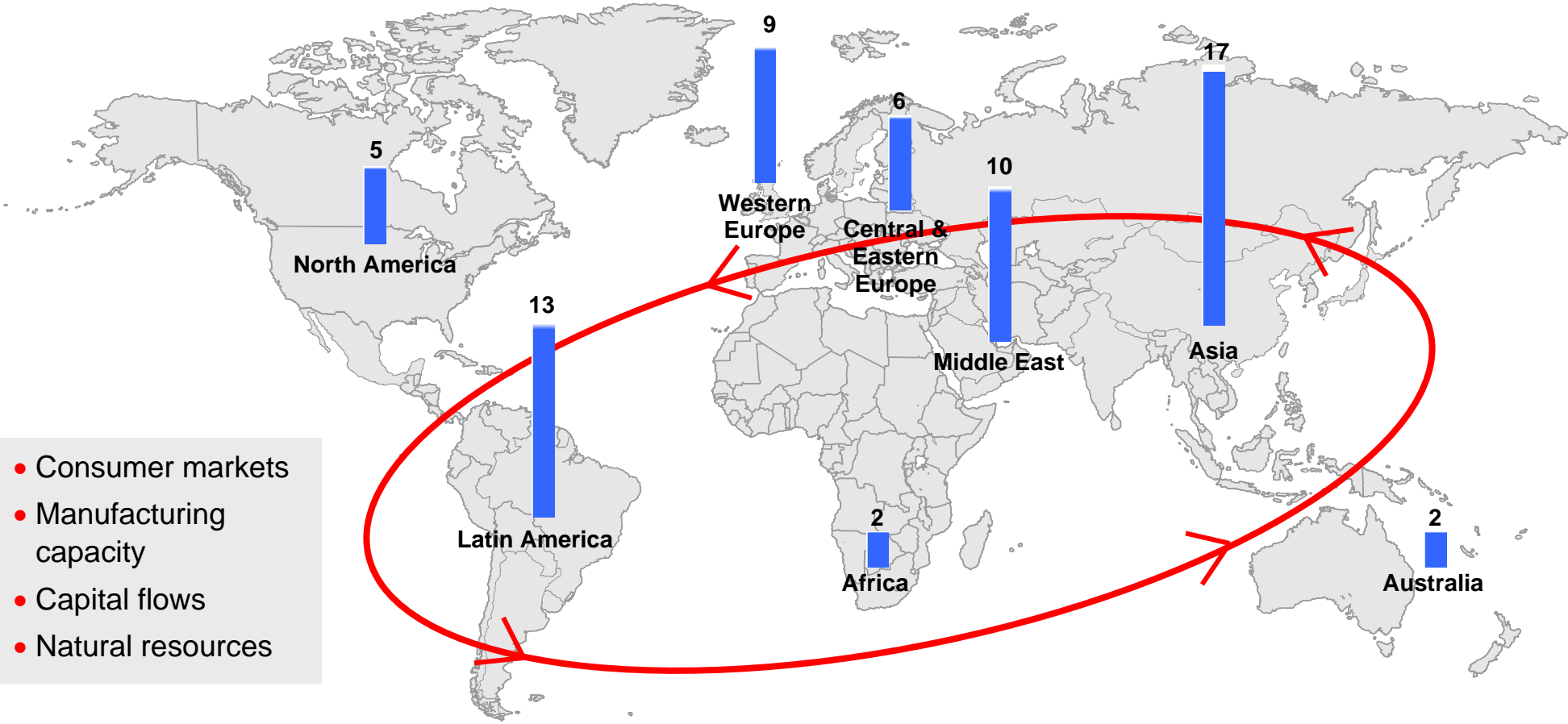
GBP7.1 billion Bridge Financing

Joint Lead Arranger



Global Banking and Markets

Comprehensive coverage in a connected world

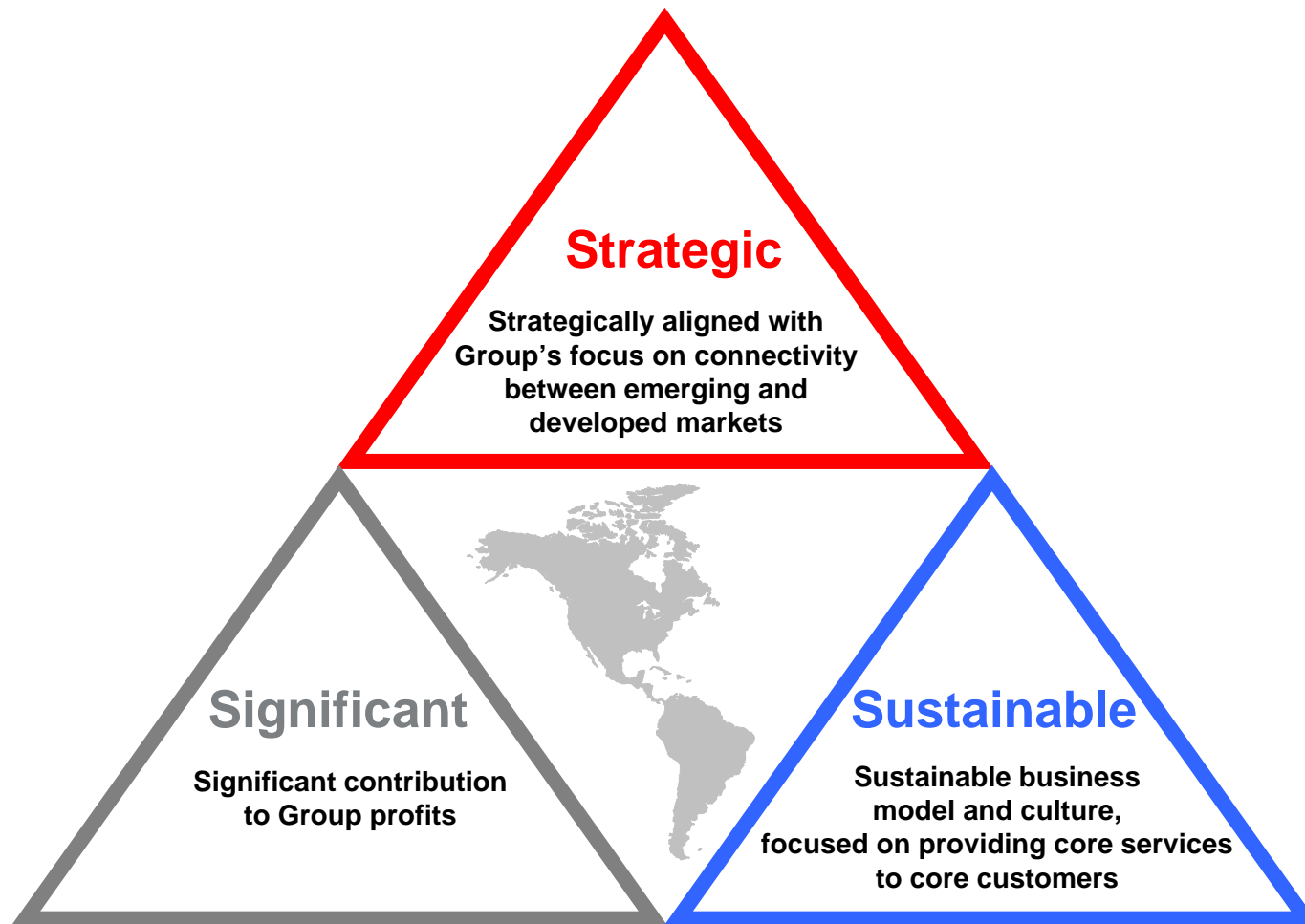


- Consumer markets
- Manufacturing capacity
- Capital flows
- Natural resources

Note: Size of each bar denotes # of dealing rooms in each region



Global Banking and Markets Americas





Global Banking and Markets Americas 2010 priorities

- Build on successful Americas integration of Global Markets with 2010 focus on Global Banking and Asset Management
- Strengthen core platforms, particularly in Equities, Capital Markets and Infrastructure Financing
- Increase sales of markets, financing and investment products to Commercial Banking, Personal Financial Services and Private Banking clients
- Promote Latin American capabilities to Global Banking and Markets clients globally, with specific emphasis on Latin America-Asia cross-sale
- Actively manage capital resources to ensure target returns are met
- Maintain discipline around cost management while driving top line growth



Private Banking

Marlon Young
Chief Executive Officer
Private Banking Americas

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Private Banking US

- Position HSBC throughout the Americas as an internationally-led private bank with a single integrated business model for both onshore and offshore service clients in terms of product and service excellence

| Investments | Wealth Planning | Capital Advisory | Offshore Services |
|---|--|--|--|
| <ul style="list-style-type: none"> • Provide an international investment offering with recognized expertise in alternative investments, hedge funds and emerging markets | <ul style="list-style-type: none"> • Offer global wealth planning, trust and insurance solutions delivered through 22 service locations worldwide | <ul style="list-style-type: none"> • Leverage the HSBC Group commercial banking and capital markets resources on behalf of Private Bank clients | <ul style="list-style-type: none"> • Develop the Miami office as the hub of offshore services for the Latin America region, which has one of the world's fastest growing wealth markets |

- Capitalize on improved market conditions, economic recovery and client willingness to increase risk profile and invest in equities and alternative investments
- Strengthen our relationship management model, in which our bankers work in designated teams with investment advisors and wealth planning specialists to ensure that we address the full range of client financial needs
- Emphasize HSBC's record of success within the industry and stability during difficult economic times, and our long-term tradition of trust, transparency and performance



Private Banking US

- International connectivity:
 - Almost 90% of onshore and offshore clients in the Americas have international connectivity through multi-national residences and business activities
 - Capability to service clients globally with 90+ locations in 42 countries and territories in the Americas, Europe, Asia-Pacific, Middle East and Africa
- Strength in Latin America:
 - Relationship manager teams in Miami serve five regions: Brazil, Mexico, Andes, Southern Cone and Central America/Caribbean
 - Largest offshore private banking operation in Miami
 - Miami hub supported by 14 offices in the region
 - Capability to coordinate offshore services with onshore services in Brazil, Mexico and Panama
- Joined up to HSBC Group:
 - Strong momentum in cross-referrals with other HSBC businesses
 - Particular focus on cooperation with Commercial Banking and capital markets

Key Awards

EUROMONEY

**2010 #4 in the US
Best Overall Private Bank
(Up from #9 in 2009)**

EUROMONEY

**2010 #1 in Latin America
Best Offshore Services
2010 #4 in Latin America
Best Overall Private Bank**

EUROMONEY

**2010 #2 Globally
Best Overall Private Bank**



Additional Q & A