

**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
	D J Flint, 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 transactions
	i) Acquisition / scrip dividend on conditional awards under the HSBC Share Plan ii) Acquisition /scrip dividend iii) Acquisition / scrip dividend on shares held jointly with spouse in The Soggs No. 1 Settlement Trust iv) Acquisition / reinvestment of dividend on HSBC Holdings UK Share Ownership Plan holding v) Acquisition / reinvestment of dividend in ISAs
5	Number of shares, derivatives or any other financial instruments relating to shares acquired
	i) 7,034 ii) 1,089 iii) 294 iv) 18 v) 53
6	Number of shares, derivatives or any other financial instruments relating to shares disposed
	N/A
7	Price per share or value of transactions
	i) - iii) US\$8.7461 iv) £5.0228 v) £4.926
8	Date and place of transactions
	8 July 2009, London

9	Date issuer informed of transactions
	10 July 2009
10	Total holding following notification
	951,757
11	Name of duly authorised officer/official of issuer responsible for making notification
	Nicola Black, Assistant Group Company Secretary, 020 7991 2652
12	Date of notification
	10 July 2009