

**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
	<ul style="list-style-type: none"> 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 vi) Disposal of a technical interest in shares in connection with share plan awards
5	Number of shares, derivatives or any other financial instruments relating to shares acquired
	<ul style="list-style-type: none"> i) 5,769 ii) 1,008 iii) 241 iv) 14 v) 38
6	Number of shares, derivatives or any other financial instruments relating to shares disposed
	vi) 2
7	Price per share or value of transaction
	<ul style="list-style-type: none"> i), ii) and iii) US\$10.7597 iv) £7.085 v) £7.11 vi) N/A

8	Date and place of transaction
	7 October 2009, London
9	Date issuer informed of transaction
	9 October 2009
10	Total holding following notification
	958,883
11	Name of duly authorised officer/official of issuer responsible for making notification
	Louisa Jenkinson, Assistant Secretary, 020 7991 0593
12	Date of notification
	9 October 2009