

16 March 2011

HSBC ISSUANCE OF SENIOR NOTES

On 16 March 2011, HSBC Holdings plc issued EUR750,000,000 of 3.875% Fixed Rate Notes due March 2016 pursuant to its Debt Issuance Programme (the 'New Notes').

Application has been made to list the New Notes on the London Stock Exchange.

ends/more

Note to editors:

The HSBC Group

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 87 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,455bn at 31 December 2010, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

ends/all