

### HSBC France

<b>Who we are</b>	HSBC France, formerly CCF founded in 1894, became a subsidiary of the HSBC Group in 2000 and changed its name to HSBC France in November 2005.
<b>Head office</b>	HSBC France's head office is in Paris, at 103, avenue des Champs-Élysées.
<b>Staff</b>	Around 10,000 employees for the HSBC group in France.
<b>Key figures</b>	

<b>HSBC in France</b> <i>(in millions of euros)</i>	<b>2009</b>	<b>2008 at constant scope <sup>1</sup></b>
Total operating income before loan impairment charges	2,475	2,133
Net operating income	2,298	2010
Total operating expenses	(1,750)	(1,709)
Profit before tax	548	301
Profit before tax and accounting adjustments <sup>2</sup>	769	282
Cost efficiency ratio <sup>2</sup>	64.9%	80.8%
Basel II / FSA: period-end risk-weighted assets	36,226	47,497
Basel II tier I ratio	12.2%	9.4%

<sup>1</sup> Excluding the 2008 contribution of divested regional banks and gains realised on selling them.

<sup>2</sup> – Excluding accounting adjustments: changes in credit spreads on own debt, discounting effect on stock options, impairment of HSBC shares allotted to employees and depreciation of swap settlements relating to divested regional banks – and at constant scope

<b>HSBC Holdings plc</b> <i>(in millions of US dollars)</i>	<b>At 31 December 2009</b>	<b>At 31 December 2008</b>
Profit before tax	7,079	9,307
Profit attributable to shareholders of the parent company	5,834	5,728
Cost efficiency ratio	52.0%	47.2%
Tier I ratio	10.8%	8.3%

#### The HSBC group's activities in France *Retail Banking*

HSBC France is a universal bank serving both personal and business customers, capitalising on the HSBC Group's first-class international presence, financial robustness, and banking and technological innovation.

HSBC France's strategy is to have its retail banking branches specialise by customer segment, through the creation of branches reserved for businesses and branches solely for personal customers. With over 401 outlets, HSBC is rolling out its range of retail banking products and services across the length and breadth of France through branches dedicated to personal customers, HSBC Premier Centres, Business Banking Centres and Corporate Banking Centres.

#### *Personal Financial Services*

Supported by its increasingly strong brand recognition since the 2005 rebranding, HSBC France has continued its drive to expand in its target segments, i.e. wealth management and international customers, for whom it has continued to improve its products and services. The development of a commercial brand strategy, based on HSBC Premier, is supported by a totally unique international offering and the expertise of HSBC Premier Relationship Managers in wealth and financial management. This development is supported by growth in the number of outlets specifically dedicated to this customer segment, with 20 HSBC Premier Centres and the creation of an innovative direct banking service for HSBC Premier international customers, which can be accessed online and by phone, with English-speaking advisors.

#### *Commercial Banking*

The Commercial Banking division offers an extensive range of products and services including Cash Management, Trade and Supply Chain, International Banking Center (which supports French companies operating abroad) and Factoring. The range has been strengthened with the creation of 10 Corporate Banking Centres (CBCs) for businesses with sales of over €30 million, and 51 *Centres d'Affaires Entreprises (CAEs)* for small and medium-sized enterprises. The new generation of CAEs features technological innovations that are typical of the new HSBC Business service.

#### *Direct Banking*

HSBC customers can bank directly, by calling the Customer Relations Centre and online. Alongside the traditional network, HSBC has set up HSBC Business Direct, a direct branch dedicated to very small businesses, as well as the Premier International Direct branch, which serves expatriate international customers and English-speaking non-residents. The service combines the speed and simplicity of the internet with personalised advice delivered by a dedicated team of specialist English-speaking advisors who can be contacted by phone.

#### *Global Banking and Markets*

The HSBC Group's global scale and local presence make it an ideal partner for large corporations and institutional investors. HSBC's corporate and investment banking teams are able to handle complex transactions and support companies in their expansion plans in France and worldwide.

The Global Banking and Markets business has strengthened their strategic positions, particularly in fixed-income markets (new issues and fixed-income products), financing and equity issues.

Supported by its solid financial position and its well-known brand, HSBC France ranks second in euro-denominated public-sector issues and is the fourth-ranked bookrunner for capital increases. In M&A, HSBC France ranks eighth in terms of announced transactions.

<i>Asset Management</i>	<p>HSBC Global Asset Management is the HSBC Group's specialist provider of investment solutions.</p> <p>With over 2,200 asset management professionals located in 30 countries, HSBC Global Asset Management is built around a unique model of multi-specialists focused on specific investment strategies: active fundamental asset management (Halbis), treasury management (HSBC Liquidity), multi-management investment (HSBC Multimanager) and quantitative management (Sinopia).</p> <p>With a long-standing presence in the Asian and South American markets, HSBC Global Asset Management has become one of the major players in emerging markets. With assets under management of close to \$89.5 billion, a team of more than 200 dedicated professionals working at 18 key offices provides a unique perspective and recognised local expertise.</p> <p>In addition, HSBC Global Asset Management is one of the world's leading distributors of mutual funds, notably through its Luxembourg-based platform HSBC Global Investment Funds (HGIF). This range, which comprises more than 50 funds distributed in 38 countries, currently boasts close to \$20 billion in assets under management. These funds cover the principal asset categories and various management styles, and provide unique access to HSBC's global expertise.</p> <p>In France, HSBC Global Asset Management also develops and distributes employee savings solutions for businesses. These solutions draw on the financial expertise of HSBC Global Asset Management and on HSBC Epargne Entreprise for registrar and custody services.</p>
<i>Insurance</i>	<p>HSBC Assurances develops a broad range of products and services to meet all customer needs in terms of life insurance, pensions, personal protection and property/casualty insurance. The range is frequently expanded to meet the needs of customers, including those of independent financial advisors through HSBC Assurances' dedicated IFA Services unit.</p> <p>HSBC draws on the expertise of two Group subsidiaries – HSBC Assurances Vie (France) and HSBC Assurances IARD (France) – and is also building targeted partnerships with other insurers to optimise and diversify its range of services for customers.</p>
<i>Private Banking</i>	<p>HSBC Private Bank France is one of France's leading specialists in wealth management, and enjoys the strength and backing of a major world bank.</p> <p>It offers a broad range of customised solutions to meet the needs of resident and international high-net-worth individuals, as well as business-to-business customers and financial intermediaries, by drawing on the expertise of its discretionary management and advisory management teams and the open architecture know-how of HSBC Private Wealth Managers.</p> <p>HSBC is continuing to develop its Private Banking business, based on four main underlying strengths:</p> <ul style="list-style-type: none"> <li>- complementary teams with recognised skills in their area of expertise (private banking, advisory and discretionary management, investment engineering and asset management) and focusing entirely on wealth management;</li> <li>- its management company, recognised for its asset management (equities and fixed-income), asset selection (securities and funds), investment strategy design and asset allocation capabilities;</li> <li>- strong synergies arising from the universal banking model, particularly with investment banking and HSBC Premier;</li> <li>- a first-class international network encompassing skills and expertise available in 91 private banking locations in 39 countries.</li> </ul>
<i>Sustainability</i>	<p>For HSBC, Corporate Sustainability means managing its business responsibly and sensitively with the aim of achieving long-term success. This involves working with its customers, shareholders, employees, the communities in which the Group operates and other stakeholders. Many areas of Corporate Sustainability provide HSBC with opportunities to work closely with other financial services organisations through international commitments to establish best practice. For example, HSBC has endorsed the Equator Principles, the UN Global Compact and the Sullivan Principles. It is also a member of the Wofrfsberg group and adopted the Climate Principles in December 2008. In 2009, the HSBC Group signed the Copenhagen communiqué.</p> <p>HSBC believes that a credible Corporate Sustainability policy involves managing social and environmental risks, as well as identifying opportunities to develop products and services that add social and environmental value. In 2009, HSBC was ranked second by Goldman Sachs' GS Sustain analysis into environmental, social and governance policies of global banks. Other recognition, HSBC topped financial sector ranking in the Carbon Disclosure Project (CDP). The CDP is an independent international organisation comprising 475 major institutional investors. These rankings acknowledge the long-term commitments made by the HSBC Group.</p> <p>HSBC's commitment consists of implementing Corporate Sustainability initiatives in three major areas: integrating social and environmental risks and challenges within its banking activities, controlling its direct social and environmental impact and raising employee awareness through educational campaigns and corporate philanthropy. In France, HSBC France's Corporate Sustainability Department reports directly to the Chief Executive Officer. Every year, HSBC France publishes an annual report on its sustainable development policy, which gives a detailed description of its initiatives in France, in line with the HSBC Group policy. The document is available on the HSBC France website, and is also available in an e-accessibility pdf for the partially sighted and visually impaired.</p>
<b>Contact:</b>	<p>103, avenue des Champs-Élysées 75419 Paris cedex 08 Tél. : 33 1 40 70 70 40 Fax : 33 1 40 70 70 09</p>
<b>Website:</b>	<p><a href="http://www.hsbc.fr">www.hsbc.fr</a></p>