

Athens, 30 July 2009

Press Release

HSBC

“Technology”

New Structured Deposit Capital Guaranteed at maturity

Having recognized an environment with interesting potential in the technology sector, HSBC has developed a new deposit capital guaranteed at maturity, “**Technology**” in order to respond to market needs. With this deposit HSBC ensures that its clients will receive in addition to their initial capital, a minimum return of 2%.

“Technology” includes five of the most important technology sector stocks worldwide and specifically, Samsung Electronics Co. Ltd, Apple Computer Inc., Google Inc., Microsoft Corp., and Nokia OYJ. Its maximum total gross return at maturity may reach 15% for deposits in Euros, and 13% for deposits in USD. The duration of the deposit is three years and there is a minimum amount of 3,000 Euros or USD. The product is offered in a limited edition and the subscription period commenced on July 20, 2009 and will be close on **September 4, 2009**.

As Mr. Apostolos Papanagiotou, Customer Propositions Manager of HSBC Greece, stated, “The technology sector has tested its strengths quite enough in the past, and nowadays it responds to the intense variations of the market with maturity and remarkable endurance. HSBC, taking advantage of the new opportunities that arise in the financial field, always offers innovative products”.

For any clarification or further information, please call at HSBC’s general enquires line 801 11 71717 or 210 6962 100 when calling from a mobile.

- The product is offered with an upfront fee and in a limited edition.
- The return of the deposit is subject to taxation (today at 10%) according to current law.
- This publication does not constitute, in any case, investment advice, or investment call.
- “Technology” is covered by the UK Financial Services Compensation Scheme in accordance with its relevant terms and conditions.