

Athens, October 22nd, 2009

Press Release

HSBC

“SPORTS”

New Structured Deposit Capital Guaranteed at Maturity

Responding to market demands and in recognition of an environment with interesting prospects in the sporting goods and equipment sector, HSBC has created a new deposit with guaranteed capital at maturity called **SPORTS**.

The new Capital Guaranteed Deposit **SPORTS** is linked to the performance of **NIKE** and **ADIDAS**, two companies constantly in the center of the public interest. **The minimum gross total return at maturity is 3.5% for deposits in Euros and 3% for deposits in US Dollars**, with a potential total gross return at maturity of 13% for deposits in Euros and 12% for deposits in US Dollars. The deposit period is 3.5 years with a minimum deposit amount of 3,000 Euro or 3,000 US Dollars. The deposit's pre-registration period which has a limited offer, began in October 8th, 2009, and will end in **November 27th, 2009**.

NIKE's (www.nike.com) leadership in all sectors of the American sporting goods market and ADIDAS' (www.adidas.com) corresponding position in the European market, have increased the public's interest in new opportunities. Thus, through **SPORTS** Capital Guaranteed Deposit from HSBC, the public is given the opportunity to benefit from the outcome of the “match” between two world champions.

For any clarification or further information you may call HSBC's call center at 801 117 17 17 or 210 6962 100 when calling from a mobile phone.

- The deposit is offered with an upfront fee and in a limited edition.
- The return of the deposit is subject to taxation (today at 10%), in accordance with the current legislation
- The present publication does not constitute, in any case, investment advice or investment call
- The deposit is covered by the UK Financial Services Compensation Scheme, in accordance with its relevant Terms and Conditions.