

HSBC at a Glance

The world's local bank...

HSBC is 'The world's local bank'. We serve around 100 million individual and business customers around the world. Some 300,000 people work for us in 8,000 offices in 88 countries and territories.

HSBC began in 1865 as The Hongkong and Shanghai Banking Corporation, with branches in Hong Kong and Shanghai. Today, we are headquartered in London and do business across Europe, the Asia-Pacific region, North America, Latin America and the Middle East.

Unless otherwise stated, our performance is presented and discussed on pages 1 to 24 on an underlying basis, eliminating the effects of foreign currency translation differences, acquisitions and disposals of subsidiaries and businesses, and fair value movements on own debt attributable to credit spread, all of which distort year-on-year comparisons.

Our regions



In Hong Kong, we are the number one bank. In 2009, our total deposits grew by 10 per cent. Customer account balances rose by 15 per cent in Personal Financial Services and HSBC Premier customer numbers grew to over 380,000. We led the mortgage market with 38 per cent of new loan drawdowns and retained our leading market share in cards. As Hong Kong's leading bancassurer, we grew the value of new life insurance business by 38 per cent. Commercial Banking customer account balances increased by 13 per cent and we supported over 8,600 small businesses through our US\$2.6 billion global loan fund.

Profit before tax

US\$5,030m



HSBC is the leading international bank in the Middle East, where we have been doing business for over 100 years. Last year was extremely challenging for the region's economy. We continued to support our customers and the number of Premier customers increased by 32 per cent compared with 2008. We also opened 15 new branches in Egypt, emphasising our commitment to the region.

Profit before tax

US\$455m



In mainland China, HSBC is the leading international bank. We extended our network to nearly 100 branches and announced two new joint ventures to provide cards and insurance. In 2009, we launched the first ever renminbi trade settlement across seven ASEAN countries. In Indonesia, we bought Bank Ekonomi, nearly doubling our presence to over 200 branches in 27 cities. In Vietnam, we became the first foreign bank to incorporate locally and, in India, we now offer wealth management products through 200 more outlets.

Profit before tax

US\$4,157m



Underlining our commitment to be the leading emerging markets bank, at the end of 2009 we invested US\$1.3 billion in our operations in Mexico and Brazil. Group systems, including 'One HSBC', were implemented in Chile and the operations in Panama were fully integrated. We also saw growth of 24 per cent in net earned insurance premiums as a result of higher sales of pension and life assurance products.

Profit before tax

US\$1,124m



In UK Personal Financial Services, we made available £15 billion of new mortgage lending, taking our share of new mortgage sales to 11 per cent. We also launched the World Selection Fund, which saw over US\$1.5 billion invested during the year. In UK Commercial Banking, we helped 121,000 business start-ups. Our French operations delivered a very strong performance, mainly as a result of higher Global Markets revenues. Our business in Turkey also achieved very strong results and is well positioned for future growth.

Profit before tax

US\$6,570m



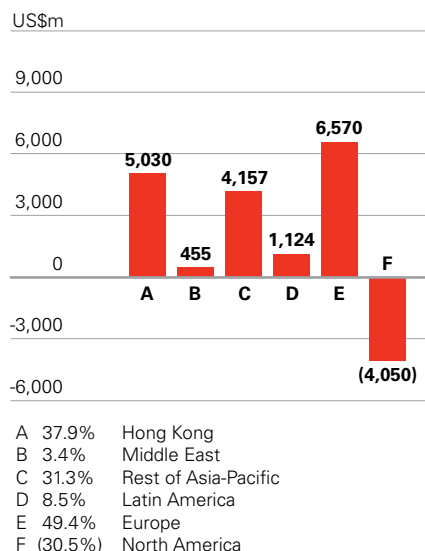
In North America, we grew deposits in both Personal Financial Services and Commercial Banking and expanded our Premier customer base by 41 per cent. Global Banking and Markets returned to profitability and we remained a major provider of credit cards. We made further progress in managing down the consumer finance run-off businesses, and loan impairment charges in these portfolios fell by 16 per cent.

Loss before tax

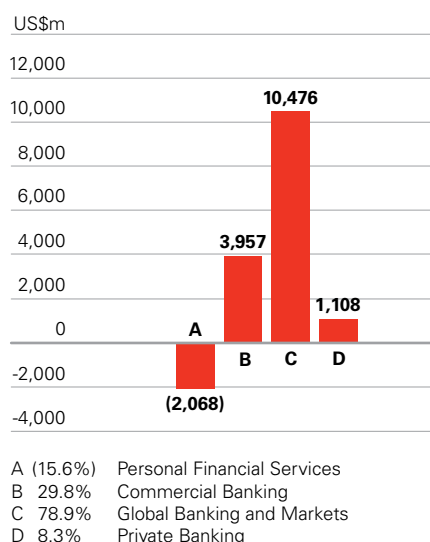
(US\$4,050m)

Key:
■ Emerging markets
■ Developed markets
■ No HSBC representation

PROFIT BEFORE TAX BY GEOGRAPHICAL REGION 2009



PROFIT BEFORE TAX BY CUSTOMER GROUP AND GLOBAL BUSINESS 2009



See our Annual Report and Accounts 2009, pages 66-84 for more information on our customer groups and global businesses.

...serving around 100 million customers worldwide

As the world's leading international and emerging markets bank, we provide a comprehensive range of financial services to customers in both mature and faster-growing economies. We organise our business by two customer groups, Personal Financial Services and Commercial Banking; and two global businesses, Global Banking and Markets and Private Banking.

Our customer groups and global businesses

PERSONAL FINANCIAL SERVICES

We provide personal financial products and services to 98 million customers in over 60 markets worldwide. In markets where HSBC has scale, or where we can build scale, we offer a full range of financial products and services. In other markets, we focus on premium banking and wealth management, including supporting 3.4 million Premier customers worldwide.

Loss before tax
(US\$2,068m)

COMMERCIAL BANKING

We serve over three million customers from sole traders, partnerships, clubs and associations, to incorporated businesses and publicly quoted companies across 63 countries and territories. Our focus is on meeting the financial needs of companies that undertake international business and providing tailored business banking services to small and medium-sized companies in target markets.

Profit before tax
US\$3,957m

GLOBAL BANKING AND MARKETS

We provide tailored financial solutions to major government, corporate and institutional clients worldwide. Global Banking and Markets is managed as a global business with dedicated offices in 62 countries and territories. Our operations are organised as four principal business lines: Global Markets, Global Banking, Principal Investments and Global Asset Management.

Profit before tax
US\$10,476m

PRIVATE BANKING

We offer a personalised service to high net worth individuals in all the major wealth-creating regions of the world from over 90 locations in 42 countries and territories. We help to manage existing wealth and to preserve it for future generations by offering a full range of private banking products, advisory and discretionary investment services, inheritance planning and trustee advice.

Profit before tax
US\$1,108m