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HSBC LAUNCHES WORLD SELECTION IN CANADA

HSBC Global Asset Management in Canada has launched World Selection, an innovative range of multi-asset portfolios that provide access to what HSBC considers to be some of the best managers throughout the world.

World Selection is a portfolio management service giving clients access to some of the world's leading investment managers. It will be offered to HSBC customers across Europe, Asia Pacific, the Middle East, and the Americas taking advantage of HSBC's worldwide reach. In Canada, the Portfolio Advantage service will be renamed World Selection.

Marc Cevey, Chief Executive Officer of HSBC Global Asset Management in Canada said: "HSBC is uniquely positioned to deliver a global investment solution such as World Selection to our customers, drawing on significant resources and expertise within HSBC, and combining these with the skills of the best investment managers in their areas of expertise. This delivers a world-class wealth management service to the Canadian marketplace."

Each of the World Selection portfolios are expertly constructed for a particular customer risk profile, ranging from a conservative investor to one willing to take a comparatively high level of risk in exchange for potentially higher growth. Within World Selection, customers are offered a globally diversified mix of asset classes, with HSBC Global Asset Management taking care of overall portfolio strategy, day-to-day active management of the portfolios' asset mix and due diligence of participating investment managers and underlying investments.

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Notes to Editors:

1. Issued by HSBC Global Asset Management (Canada) Limited, a wholly-owned subsidiary of, but separate entity from, HSBC Bank Canada.
2. HSBC Bank Canada, a subsidiary of HSBC Holdings plc, has more than 260 offices including over 140 bank branches and is the leading international bank in Canada. With around 8,500 offices in 86 countries and territories and assets of US\$2,422 billion at 30 June 2009, the HSBC Group is one of the world's largest banking and financial services organizations.
3. Globally, HSBC Global Asset Management, the core investment business of the HSBC Group, has approximately US\$416 billion under management at 30 September 2009.
4. HSBC Global Asset Management (Canada) Limited is the Canadian business of HSBC Global Asset Management. HSBC Global Asset Management has strong capabilities that are delivered to clients locally. With investment teams based in 20 locations throughout Europe, Asia-Pacific and the Americas, HSBC Global Asset Management is able to deliver global capabilities with the benefit of local market perspectives.
5. HSBC World Selection is a discretionary portfolio management service offered by HSBC Global Asset Management (Canada) Limited, and through authorized agents. Under this discretionary service, assets of participating clients are invested in HSBC Pooled Funds, which are mutual funds managed by HSBC Global Asset Management and distributed by HSBC Investment Funds (Canada) Inc. and other authorized dealers. Commissions, trailing commissions, management fees, investment management fees and expenses may

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