

15 June 2017

Global Banking and Markets

Investor Update 2017



Important notice and forward-looking statements

Important notice

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Non-GAAP Financial Information

This presentation contains non-GAAP financial information. The primary non-GAAP financial measure we use is 'adjusted performance' which is computed by adjusting reported results for the period-on-period effects of foreign currency translation differences and significant items which distort period-on-period comparisons. Significant items are those items which management and investors would ordinarily identify and consider separately when assessing performance in order to better understand the underlying trends in the business. Reconciliations between non-GAAP financial measurements and the most directly comparable measures under GAAP are provided in the HSBC Holdings plc Annual Report and Accounts 2016 and the 'Reconciliations of Non-GAAP Financial Measures' document, both of which are available at www.hsbc.com. Note, however, that the global businesses are considered our reportable segments under IFRS 8 and their results are assessed by the chief operating decision maker on the basis of adjusted performance. We therefore present these results on an adjusted basis as required by IFRS. Reconciliations from reported to adjusted results by global business are presented for information purposes only.

GB&M Investor Update

Agenda for the day

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Introduction 9:35AM – 9:40AM			Samir Assaf and
1	Industry and Global Banking & Markets overview	9:40AM – 10:00AM	Gerard Mattia
	GB&M clients and businesses	10:00AM - 10:20AM	Business Heads: Robin Phillips, Matthew Westerman
2	Break	10:20AM - 10:40AM	Diane Reyes, Thibaut De Roux, and Cian Burke
	GB&M clients and businesses	10:40AM - 11:00AM	
3	Outlook	11:00AM - 11:20AM	Samir Assaf and
Q&A		11:20AM - 11:45PM	Gerard Mattia
Lunch		11:45PM - 1:00PM	
Appendix	X		

Presenters

Progress since June 2015 Investor Update

Major Strategic actions	Outcome by 2017	Progress so far				
Actions to return to Group target profitability						
Reduce RWAs	 GB&M¹ - gross reduction US\$100bn² and net reduction US\$64bn Legacy - gross US\$40bn reduction 	 GB&M - US\$99bn gross reduction and net US\$56bn as of 1Q17 Legacy - US\$23bn gross reduction as of 1Q17³ 				
Keep costs flat	US\$1.1bn in run rate savings	 c.US\$500m run rate savings by end 2016 On track to deliver US\$1.1bn in run rate savings by end 2017 				
Revenue growth	 Mid-single digit revenue growth from 2014 to 2017 CAGR 	• 5% CAGR from 2014 to 2016				
RoRWA	■ 2.5% RoRWA ⁴	■ 1Q17 RoRWA of 2.3%				

[.] Previously defined as Client Facing GB&M in 2015 Investor Update

^{2.} June 2015 Investor update gross reduction of US\$140bn updated to US\$100bn and net reduction of US\$130bn updated to US\$64bn as legacy credit has moved to Corporate Centre, re-segmentation and adjusted at 1Q17 FX rate

Legacy now reported in Corporate Centre

^{4.} Certain internal costs with the Group are now allocated to Global Businesses, notably the cost of MREL debt and Corporate Centre costs. The RoRWA including these allocations would be 2.2%

Distinctive business model

Distinctive GB&M business model

- Client-base with equal mix of corporates and financial institutions
- Diversified and broad wholesale product offering
- Diversified global footprint geared to growth markets

Greater revenue predictability given relatively low volatility

Historical growth
outperforming the peer
group

Revenue Mid single digit growth Operating Costs Positive adjusted Jaws

Capital Further US\$20bn+ RWA reduction¹

Returns

 $RoRWA > 2.5\%^{2}$

^{1.} Gross RWA reduction

^{2.} Certain internal costs with the Group are now allocated to Global Businesses, notably the cost of MREL debt and Corporate Centre costs. The RoRWA including these allocations would be 2.2%

GB&M Investor Update

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Presenters



Samir Assaf Chief Executive Officer Global Banking & Markets



Gerard Mattia
Chief Finance Officer
Global Banking & Markets

Industry

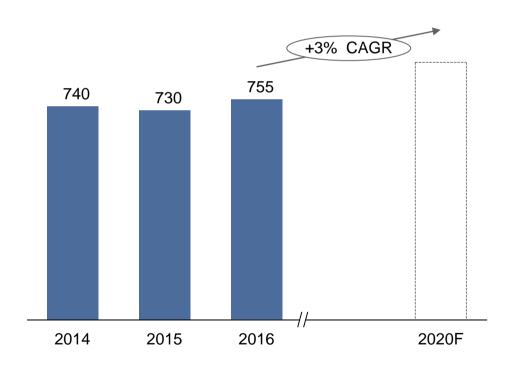
Banking industry wholesale revenues forecast to grow with improving returns

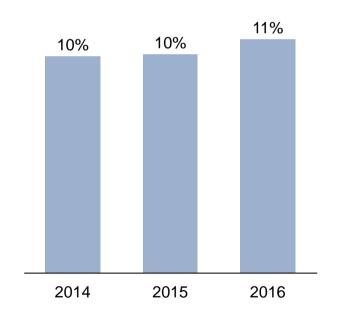
Banking Industry wholesale Revenue¹

2014-20F, US\$bn

Banking Industry wholesale RoE²

2014-16, %





Source: Oliver Wyman analysis

2. Return on equity is shown post-tax (32% tax rate assumed)

^{1.} Revenue pools include FICC and Equities Sales & Trading revenues, Investment Banking, Transaction Banking, Security Services and Lending. Client scope includes all Corporate clients >\$500m turnover, Institutional and public Sector clients. Excludes fines and non-core businesses, write downs, CVA and DVA charges

Industry

Regulatory changes – post-crisis policies near finalisation

Regulatory change outlook

Capital and liquidity

- Net Stable Funding Ratio (NSFR)
- Fundamental Review of the Trading Book (FRTB)
- Standardised Approach to Counterparty Credit Risk (SACCR)
- IFRS 9

Structural Reform and Resolution

- UK ring-fencing 2019
- Brexit 2019
- Dodd-Frank/Volcker under review
- Recovery & Resolution
- Minimum Requirement for own funds and Eligible Liabilities (MREL)

Execution and clearing

- Execution and clearing regulations¹ largely embedded
- Trade reporting regulations² largely embedded
- Margin requirements for uncleared derivatives phase-in

2. Markets in Financial Investments - MiFID II

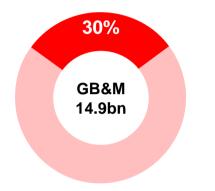
^{1.} Markets in Financial Investments - MiFID II, European Markets Infrastructure Regulation and Dodd-Frank

GB&M – Part of HSBC Group

GB&M represents circa one third of HSBC Group

Revenue¹

2016 - US\$



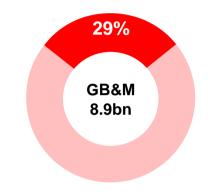
Profit Before Tax¹

2016 - US\$



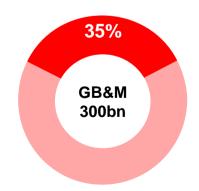
Operating Costs¹

2016 - US\$



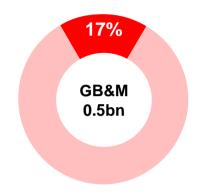
RWAs

2016 - US\$



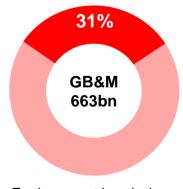
LICs1

2016 - US\$



External Assets²

2016 - US\$

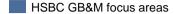


Further asset break-down provided in Appendix

Note: Numbers may not add up due to rounding

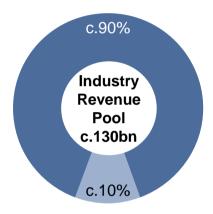
- 1. On an adjusted basis as disclosed in the HSBC Holdings plc Annual Report and Accounts 2016
- 2. GB&M External assets after derivative netting. For further details see appendix

GB&M is focused where it has sustainable competitive advantages



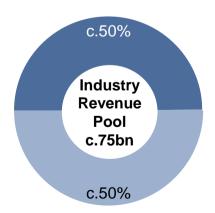
Global Markets¹

2016 - US\$



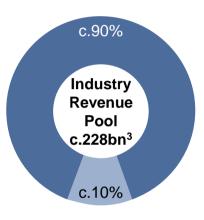
Financing & Advisory⁴

2016 - US\$



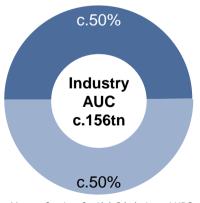
Global Liquidity & Cash Management²

2016 - US\$



Securities Services⁵

2016 - US\$



^{1.} Source: Coalition. Peer group: Bank of America Merrill Lynch, Barclays, BNPP, Citi, Credit Suisse, Deutsche Bank, Goldman Sachs, HSBC, J.P. Morgan, Morgan Stanley, Société Générale and UBS. Coalition results are based upon HSBC's product taxonomy and include all Institutional clients and Corporates with a turnover of greater than US\$1.5bn. HSBC GB&M focus areas refers to Global revenues ex Japan, ex America Cash Equities and Core Prime Brokerage and ex Australia and New Zealand Equities

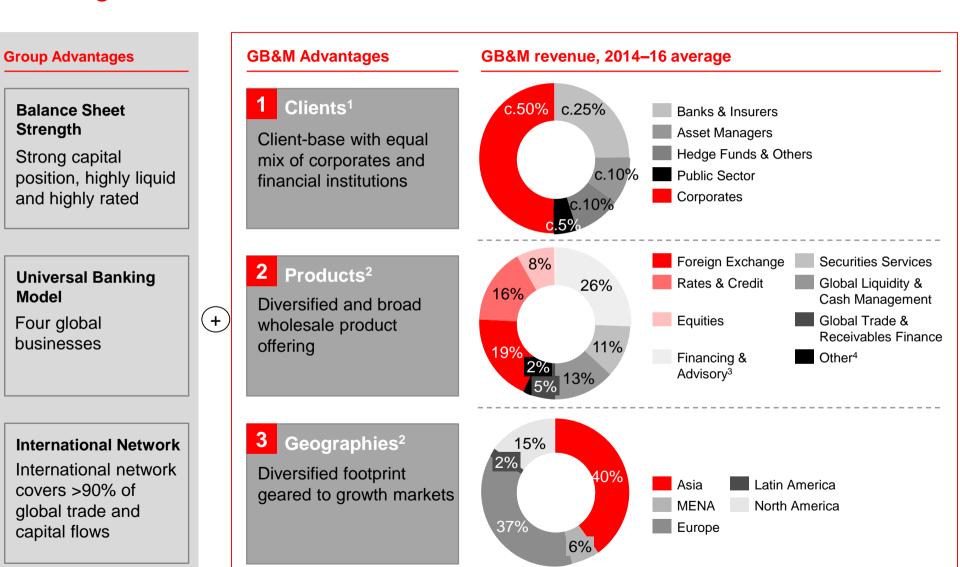
^{2.} Source: Oliver Wyman 2016 analysis. HSBC GB&M focus areas refers to Europe, Americas (Canada, US, Mexico, Argentina, Chile and Uruguay), Asia and MENA, excludes Africa

Source: Oliver Wyman; Total market refers to 2016 revenues including Payments, Receivables / Collections, Commercial Cards, Interest income, Liquidity Management and Account Management. Does not include payments linked FX Source: Dealogic Global IB Adjusted Fee League tables 2016; HSBC GB&M focus areas exclude: M&A - fees originating from US, Japan & Australia; ECM - US, Japan, Australia, Canada & China A Shares; DCM - Japan & Chinese

Onshore; LOAN - US & Japan

GB&M - Competitive advantages

Sustainable competitive advantages generating historically stable and recurring revenues



Note: Numbers may not add up due to rounding

[.] HSBC internal client MI, 2014-16 average

^{2.} On an adjusted basis as disclosed in the HSBC Holdings plc Annual Report and Accounts 2014-16 average excludes Credit and Funding Valuation adjustments

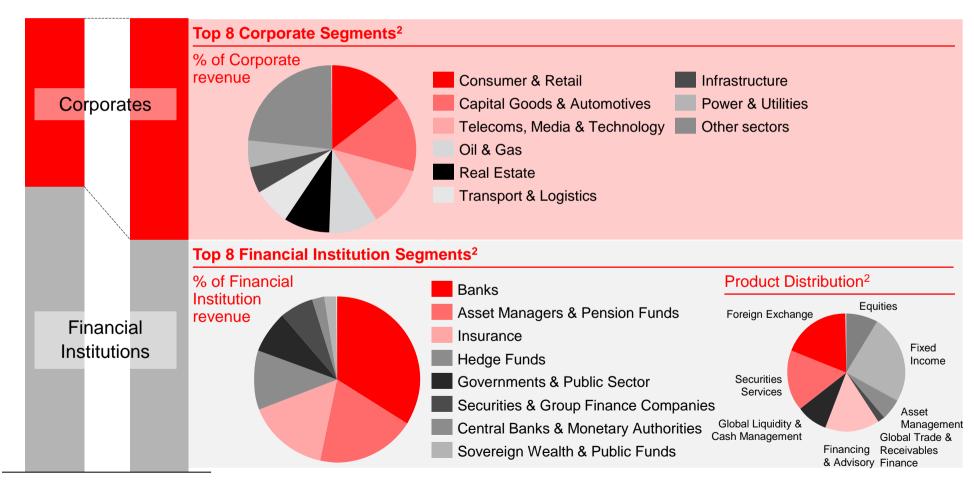
[.] As relates to Global Banking in the Management View of Adjusted Revenue in the HSBC Holdings plc Annual Report and Accounts 2016

^{4.} Other includes Principal Investments and Other

Client-base with equal mix of corporates and financial institutions

GB&M client distribution by revenue

2016



Top 10 CIB¹ HSBC GB&M²

^{1.} Source: Oliver Wyman analysis based on top 10 Corporate and Investment Bank peer group

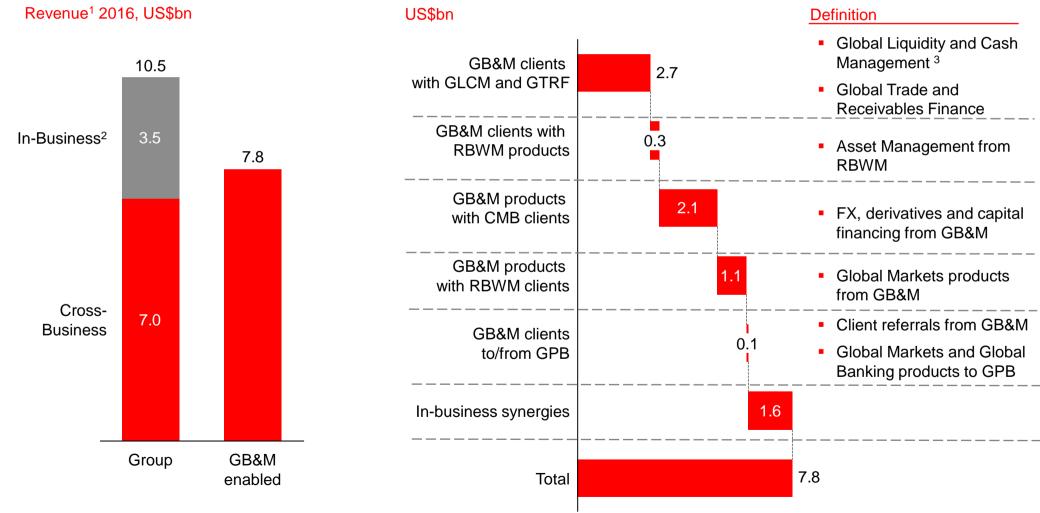
^{2.} HSBC internal client MI

1 Clients

Distinctive universal model and international network creates revenue synergies







Note: Numbers may not add due to rounding

^{1.} Cross-business synergies are presented as gross revenue and do not reflect any revenue sharing arrangement between Global Businesses

^{2.} In-business synergies include separately managed operations that are reported within a global business line

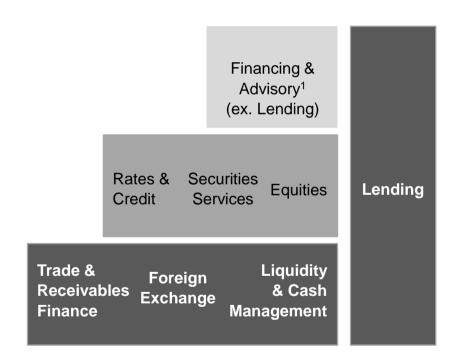
^{3.} GLCM is now managed under GB&M. The GB&M portion is included as a revenue synergy to be consistent with the treatment of GTRF

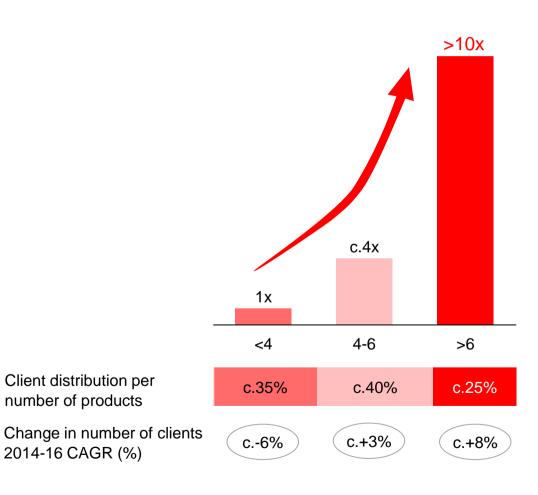
Broad wholesale product suite helps enable deep client relationships

Product building blocks

Client revenue multiplier by number of products²

2016, # of products





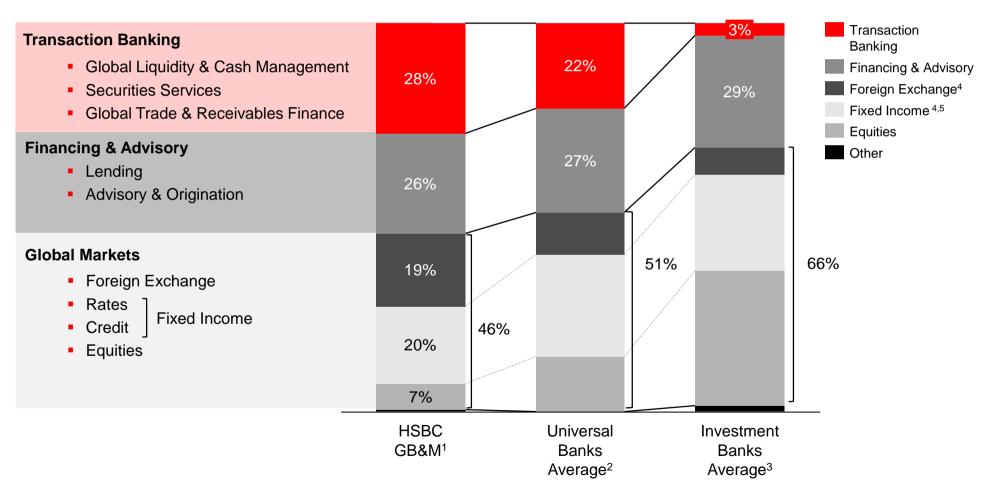
Includes Debt Capital Markets, Mergers & Acquisitions, Equity Capital Markets, Infrastructure & Real Estate and Structured Finance

^{2.} HSBC internal client MI

Diversified product offering distinct from our peers

Revenue split by Products against peers

2016



^{1.} HSBC Management View of Adjusted Revenue as reported in the 2016 HSBC Holdings plc Annual Report and Accounts

^{2.} Universal banks comprise JP Morgan, Citi (excluding private bank), Bank of America, Deutsche Bank, Barclays, BNPP and Societe Generale. Dec16 spot rate was used to translate European peers results to US\$

^{3.} Investment banks comprise Goldman Sachs, Morgan Stanley, Credit Suisse and UBS. Dec16 spot rate was used to translate European peers results to US\$

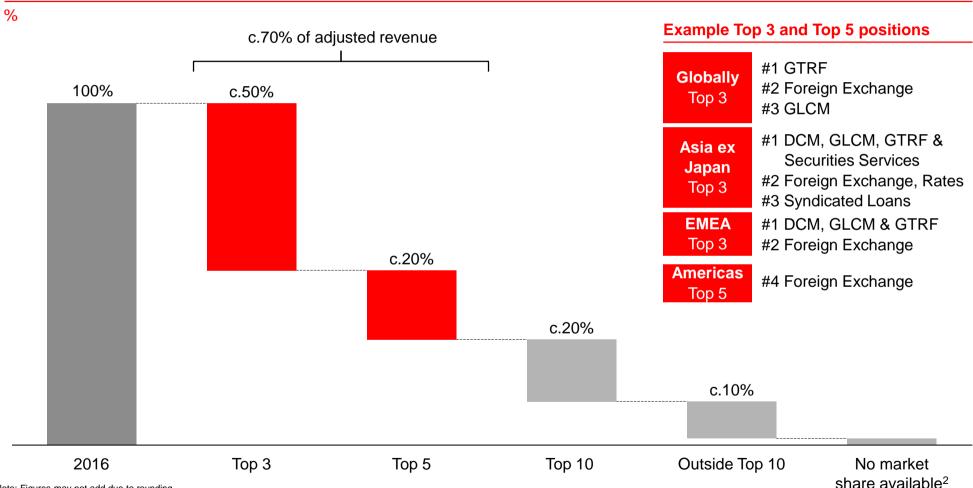
^{4.} Foreign Exchange and Fixed Income split based on Coalition analysis. Peer group: Bank of America Merrill Lynch, Barclays, BNPP, Citi, Credit Suisse, Deutsche Bank, Goldman Sachs, HSBC, J.P. Morgan, Morgan Stanley, Société Générale and UBS. Coalition results are based upon HSBC's product taxonomy and include all Institutional clients and Corporates with a turnover of greater than US\$1.5bn

^{5.} Fixed Income includes revenue from Rates and Credit

Products

Focused strategy has resulted in a top 5 market positions driving c.70% of revenue

GB&M: revenue¹ by product by market rank

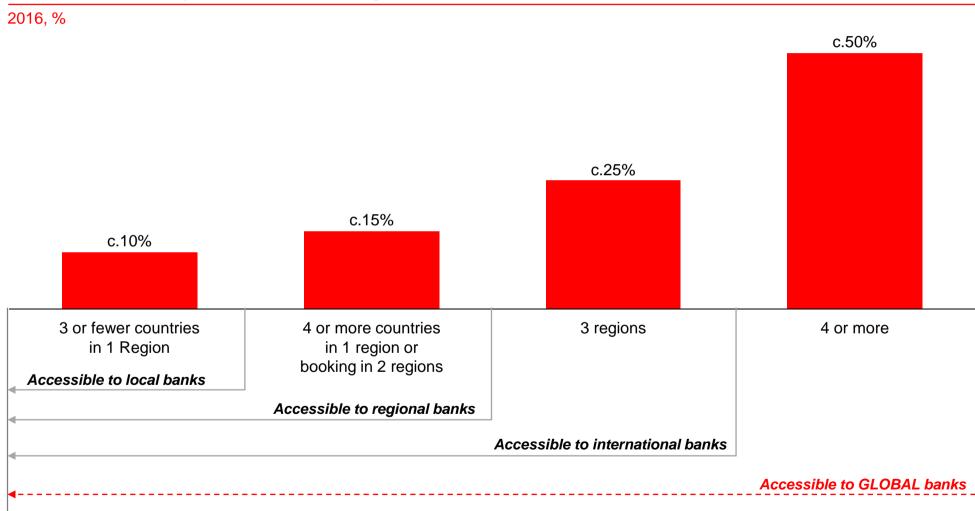


Note: Figures may not add due to rounding

- HSBC Management View of Adjusted Revenue as reported in the 2016 HSBC Holdings plc Annual Report and Accounts
- 2. Includes Principal Investments, Credit and Funding Valuation Adjustments and Other
- FX, Rates, Credit and Equities Coalition FY16. Peer group: Bank of America Merrill Lynch, Barclays, BNPP, Citi, Credit Suisse, Deutsche Bank, Goldman Sachs, HSBC, J.P. Morgan, Morgan Stanley, Société Générale and UBS. Coalition results are based upon HSBC's product taxonomy and include all Institutional clients and Corporates with a turnover of greater than US\$1.5bn
- M&A, ECM, DCM and Lending Dealogic Global IB Adjusted Fee League tables 2016
- GLCM and GTRF Oliver Wyman 2016
- HSS Europe: EY 2016, based on AUC and AUA. Asia: EY 2016 analysis, MENA: The Asset Triple A Asset Servicing Awards 2016 Best Custody Specialist Award & Best Subcustodian, Global Investor - ISF MENA Awards 2016 - Regional Fund Administrator of the Year

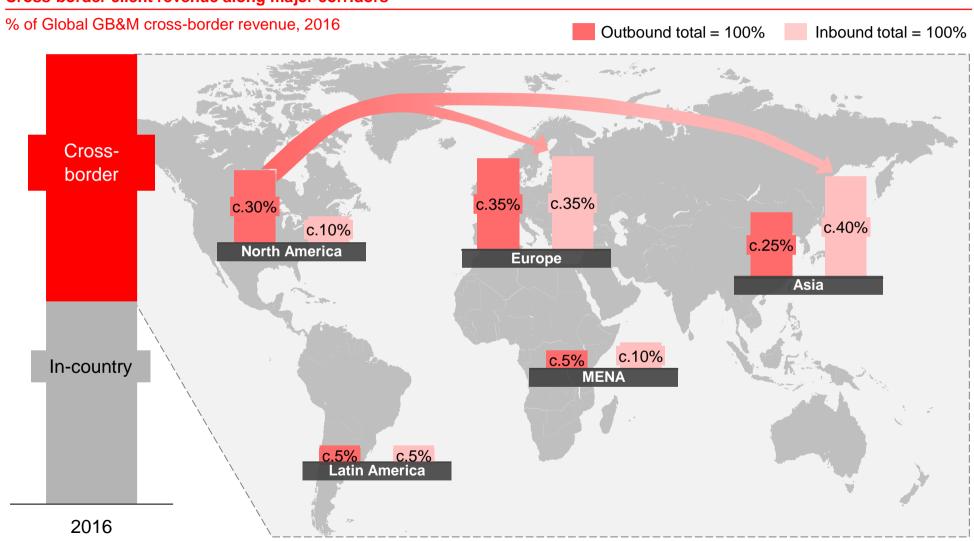
Distinctive network enables us to serve the largest global clients

GB&M client revenue by number of countries/regions

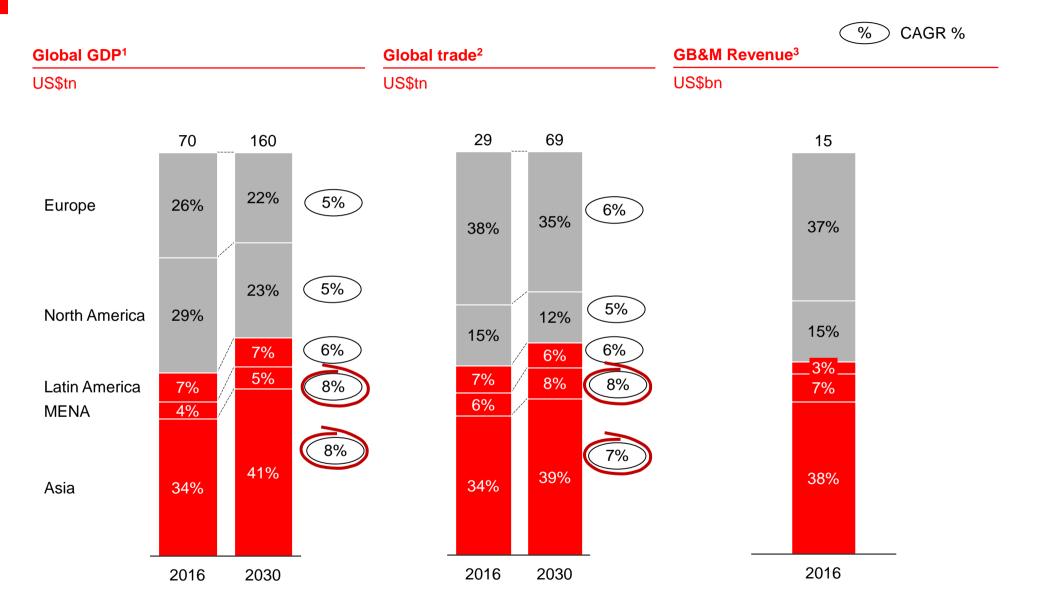


More than half of GB&M revenue is cross-border

Cross-border client revenue along major corridors



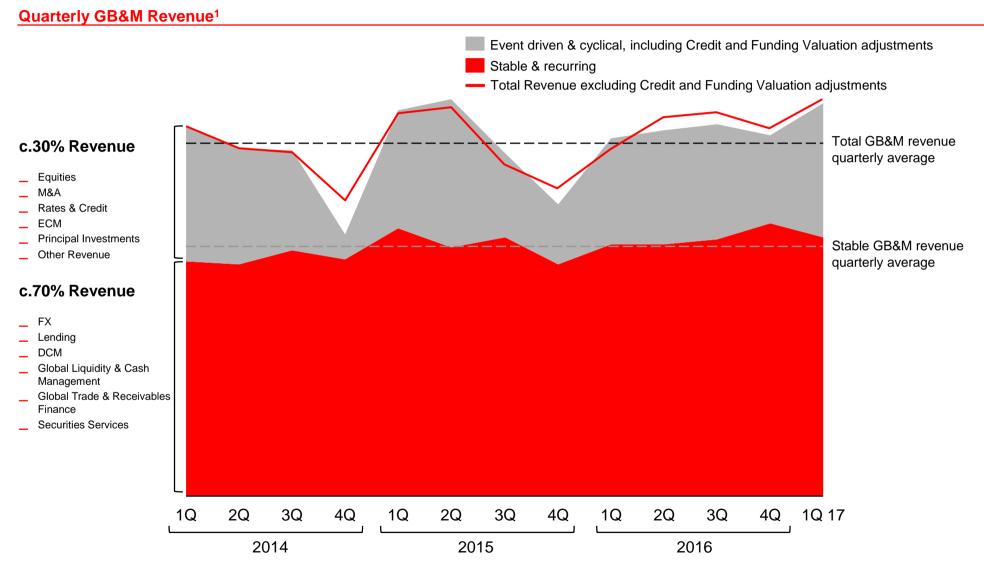
Geographic footprint geared towards faster growing markets



Sources

- 1. Nominal GDP growth; Source: Global Insights. Note: Excludes Commonwealth of Independent States and Sub-Saharan Africa
- Merchandise imports plus exports: Source: Global Insights, Note: Excludes Commonwealth of Independent States and Sub-Saharan Africa
- 3. As disclosed in the 2016 HSBC GB&M Factbook

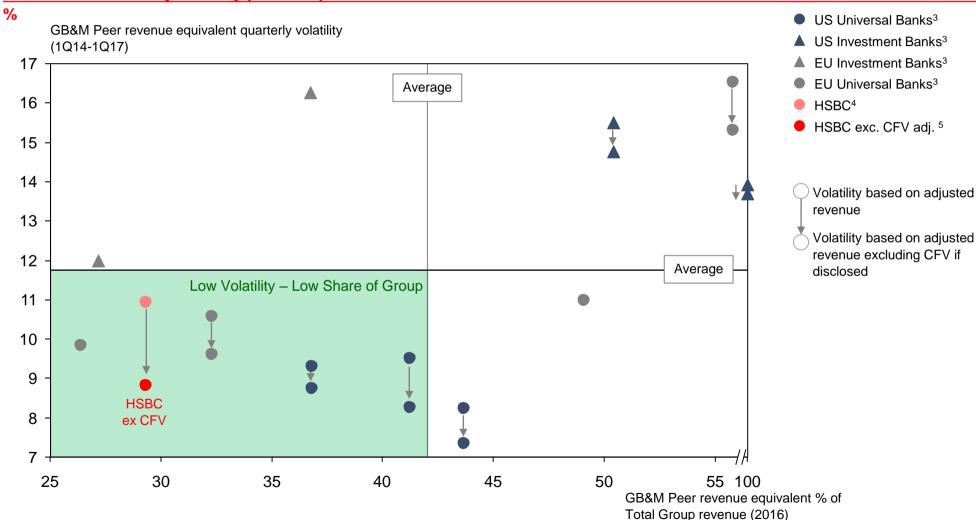
Historically stable and recurring revenue with low volatility



^{1.} GB&M Adjusted Revenue, translated at 1Q17 FX rates, post-Corporate Centre resegmentation
Source: HSBC Management View of Adjusted Revenue as reported in the 2014-2016 HSBC Holdings plc Annual Report and Accounts

Historically predictable revenue driven by relatively low volatility

1Q14 – 1Q17 Quarterly volatility peer comparison^{1,2}



^{1.} Volatility: calculated as standard deviation of the total operating income over the mean of the period (13 consecutive quarters from 1Q14 to 1Q17)

^{2.} Revenue based on disclosed total operating income. Net operating income used where total operating income not available

B. US Universal Banks comprise: JP Morgan, Citi (excluding private bank) and Bank of America. US Investment Banks comprise: Goldman Sachs and Morgan Stanley. EU Universal Banks comprise: Barclays, Deutsche Bank, BNPP and Societe Generale. EU Investment Banks comprise Credit Suisse and UBS

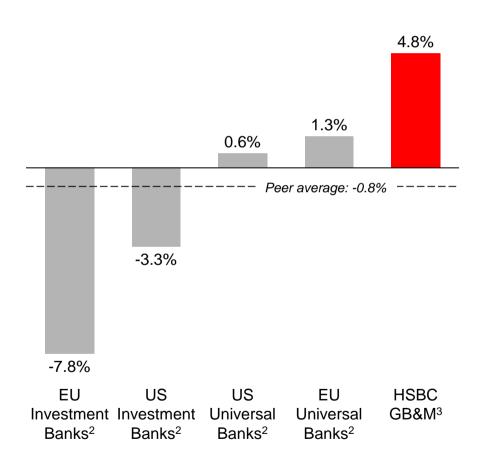
HSBC revenues on an adjusted basis as disclosed in the HSBC Holdings plc Annual Report and Accounts 2016

HSBC revenues on an adjusted basis as disclosed in the HSBC Holdings plc Annual Report and Accounts 2016. Excluding Credit and Funding Valuation adjustments (CFV adjustments)

Significantly outperforming our peer group historical growth

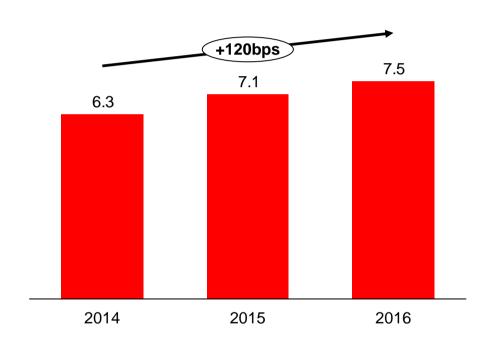
Peer Revenue Growth Comparison¹

Growth CAGR 2014-16, %



HSBC Market Share

Corporate & Investment Banking⁴, %



Main drivers of growth

- Global Markets Fixed Income, Europe
- Global Liquidity & Cash Management
- Financing & Advisory⁵

^{1.} Source: Peers' annual report accounts, HSBC analysis, wholesale division only

^{2.} US Universal banks comprise: JP Morgan, Citi (excluding private bank) and Bank of America. US Investment Banks comprise: Goldman Sachs and Morgan Stanley. EU Universal Banks comprise: Barclays, Deutsche Bank, BNPP and Societe Generale. EU Investment Banks comprise Credit Suisse and UBS
Net operating income used where total operating income not available

^{3.} HSBC GB&M revenues on an adjusted basis as disclosed in the HSBC Holdings plc Annual Report and Accounts 2016

^{4.} Source: Coalition. Peer group: Bank of America Merrill Lynch, Barclays, BNPP, Citi, Credit Suisse, Deutsche Bank, Goldman Sachs, HSBC, J.P. Morgan, Morgan Stanley, Société Générale and UBS. Coalition results are based upon HSBC's product taxonomy and include all Institutional clients and Corporates with a turnover of greater than US\$1.5bn

^{5.} As relates to Global Banking in the Management View of Adjusted Revenue in the HSBC Holdings plc Annual Report and Accounts 2016

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Robin Phillips Co-Head of Global Banking



Matthew Westerman Co-Head of Global Banking



Diane Reyes
Global Head of Global
Liquidity & Cash Management

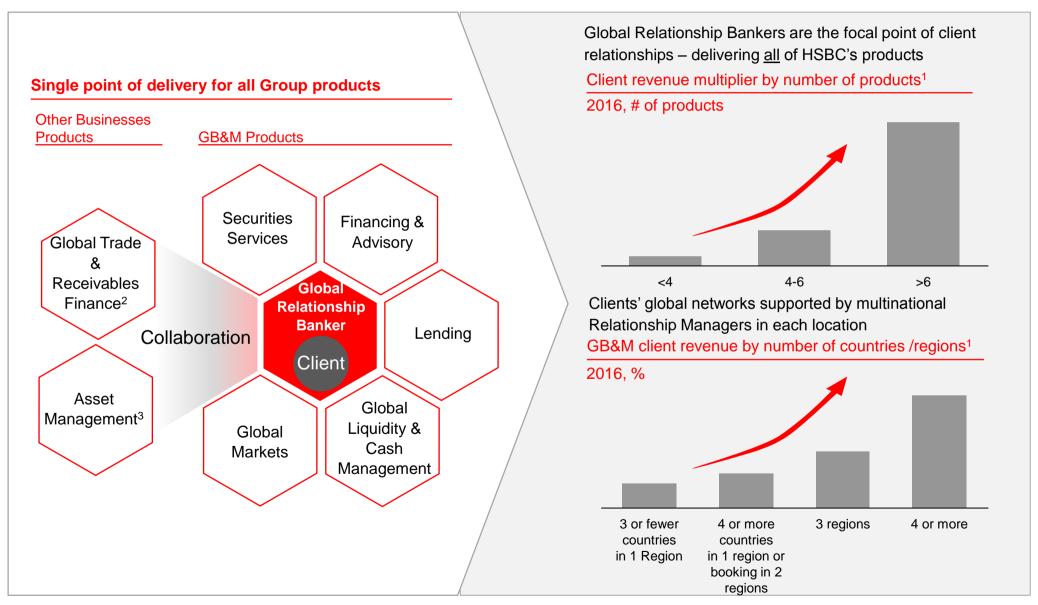


Thibaut De Roux Global Head of Markets



Cian Burke
Global Head of
HSBC Securities Services

GB&M has a client centric coverage model allowing us to serve our clients with more products in more countries

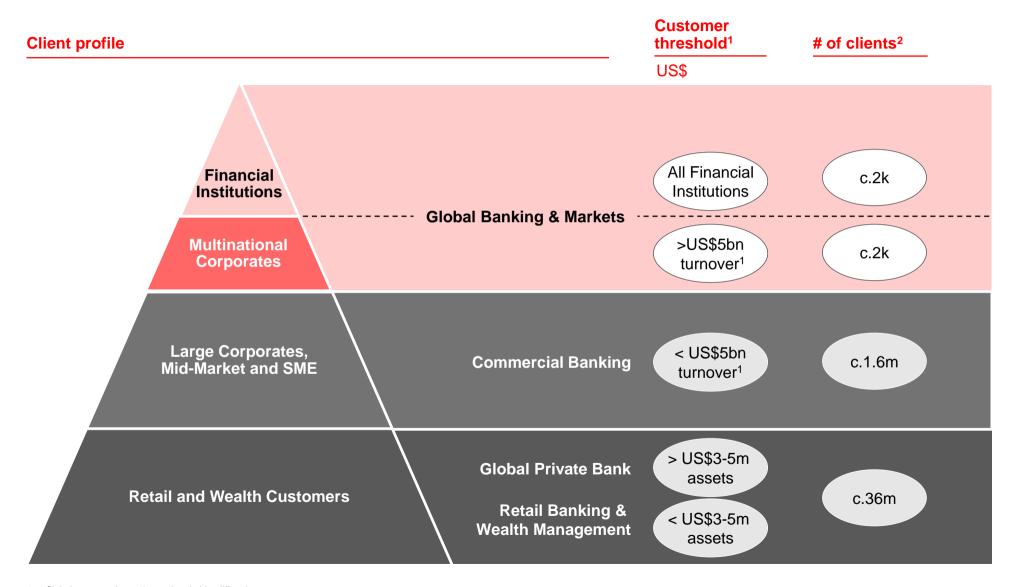


^{1.} HSBC internal client MI

^{2.} Managed by Commercial Banking (CMB)

Managed by Retail Banking and Wealth Management (RBWM)

GB&M clients are large multinational corporates and institutions



Global average. Approximate thresholds, differs by country

^{2.} GB&M based on client master groups, RBWM is based on individual clients, CMB is an amalgamation of client master groups and Individual clients. Figures as of December 2016

GB&M has a disciplined approach to capital allocation

Capital allocation approach

Guided by overall GB&M required return and assessed at deal, client level

Deal-by-deal reviews of new capital commitments against hurdle rates

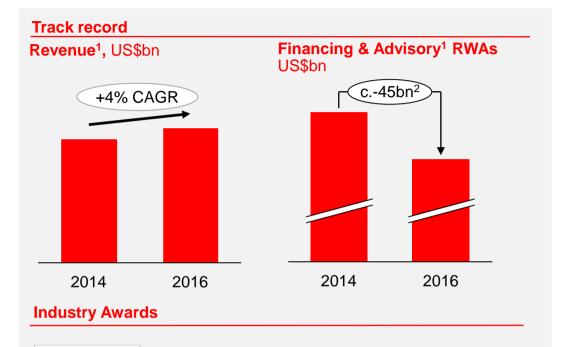


Client-by-client returns reviewed against hurdle rates



Disciplined tracking of deal related revenues

Ensuring that every dollar of committed capital is tracked





- World's Best Investment Bank
- World's Best Bank For Corporates
- Asia's Best Bank For Financing



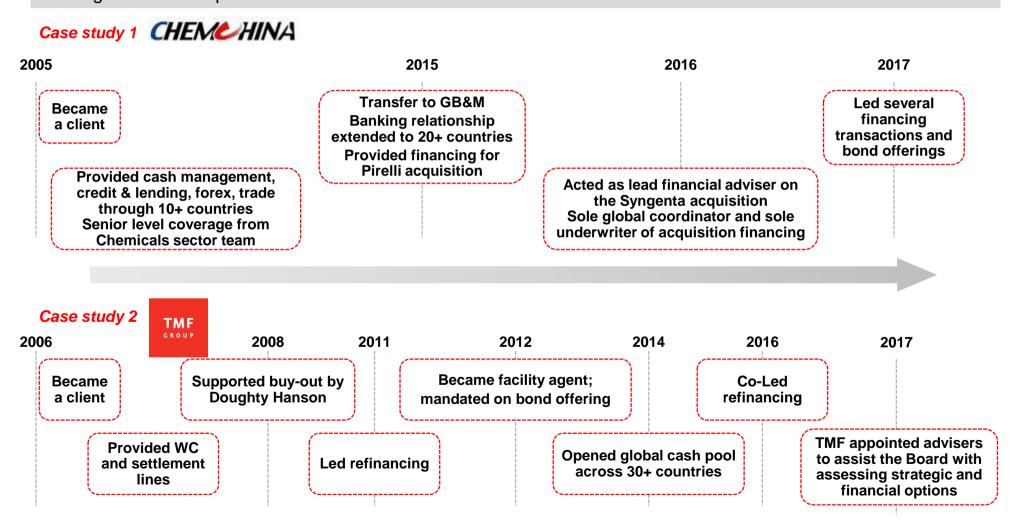
- Most innovative investment bank from Western Europe
- Most innovative investment bank for bonds
- Most innovative investment bank for emerging markets

2. Gross RWA reductions from December 2014 to December 2016. As presented at June 2015 Investor day FX rate

Relates to Global Banking as referenced in the HBSC Holdings plc Annual Report and Accounts 2016. Revenues are on an adjusted basis

Universal banking model enables us to provide solutions throughout the client lifecycle

Positioned to bank the client throughout its lifecycle, from basic banking services through to international cash management and capital markets solutions



Regions - Outlook

Growth opportunity in Asia and Americas and well positioned in Europe despite ring-fencing and Brexit

Trends

Asia

- Macro Strong GDP and trade growth
- Infrastructure Infrastructure investment (e.g. Belt & Road Initiative)
- RMB Continued internationalisation

Europe, Middle East and North Africa

- Ring Fencing UK ring-fencing of retail operations
- Brexit EU business to be conducted from within the EU27
- Gulf GCC accessing the international capital markets

North America and Latin America

- Macro US\$ rate rises and GDP growth across North America Free Trade Agreement (NAFTA)
- Trade NAFTA renegotiation
- US outbound continued US international expansion

Initiatives

Unrivalled position in Asia

- Pivot to Asia continue re-deployment of resources and investment
- Belt and Road Initiative capture opportunities in 44 BRI countries within HSBC footprint
- RMB maintain market leading position
- Pearl River Delta continue expansion into Pearl River Delta, China Securities JV

Strong UK, Continental Europe & Middle East

- UK Implement ring-fencing
- Continental Europe HSBC France as the hub to win business post-Brexit
- MENA support Gulf countries to diversify their economies beyond oil and gas

Full bank presence in US, Canada and Mexico

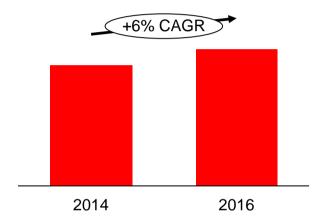
- US outbound and inbound continue growth in serving US clients in Asia and Europe and MENA
- Canada capture opportunities from investment
- Mexico continue progress on turnaround
- LATAM Brazil new bank license to serve multinationals

Financing and Advisory - Profile and track record

Historically stable revenue growth and market share gains



Revenue, US\$bn

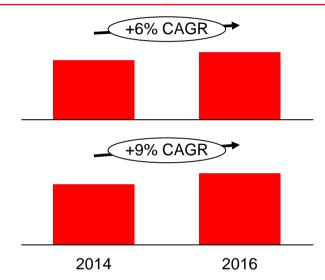


With market share gains in key products^{3,4,5}

With positive momentum in a number of strategic areas²



MENA client revenues



Global DCM

Best ever rank

China outbound M&A

Best rank since 2003. Highest market share since 2010

EMEA leveraged loans

Highest market share, Best ever rank

EMEA M&A

Best rank since 2009

Asia ex JP/AU loans

Best rank since 2006

24

Global and Asia ex JP/AU G3 issuance

Best rank (equalled 2014) and Maintaining #1 position **Asia Pacific Ioans**

Best rank since 2005

Foreign issuers in US

Highest market share, best ever rank

Emerging markets cross border M&A

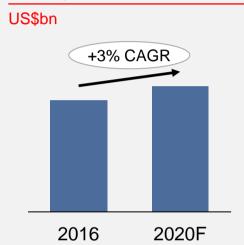
Best ever rank

- Includes certain products in Global Banking before revenue sharing agreements with Global Markets and other businesses. Figures exclude Credit and Lending
- HSBC internal client MI
- Source: Dealogic, based on Volumes
- 5. Data comparison from 1995 onwards

HSBC rank and % share is yoy as at 31st December 2016

Well placed to continue to grow share of client event wallet

Industry revenue forecast¹



Trends

- Continued growth in Asia
- Fragmentation in European capital markets (eg Brexit)
- Growth in infrastructure development opportunities
- Shift from international trade growth to intra-regional growth
- Growth in sponsor activity

Initiatives

1 Regions

- Asia: Maintain leadership
 - Grow assets in the Pearl River Delta
 - Retain leadership in Investment Banking revenues in Hong Kong
 - Invest in ASEAN to grow market share and improve returns
 - Capitalise on the Belt and Road Initiative
- Be the leading international bank in key network markets (e.g. Korea, Japan etc.)
- North America: Capitalise on international trade flows, both into and out of North America
- EMEA: Invest in key growth areas
 - Well placed to continue to serve clients post-Brexit
 - Improve returns across Europe
 - Retain leadership position in MENA

2 Products

- Loans: Top 3 market share in target markets in Europe and Asia with increased share in Americas
 - Grow market share with global financial sponsors
- DCM: Top 5 globally
 - Increase sales of derivatives solutions
- M&A: Leading China outbound advisory
 - Maintain focused teams in each hub to service clients across the Group
- ECM: Achieve top 3 position in Hong Kong and ASEAN
 - Continued growth in EMEA market share
 - Targeted growth in Americas
 - Full service but focused teams in each hub to service clients across the Group

3 Sectors

- Continued focus on building out our market shares on sector by sector basis, including for example:
 - FIG: leverage extensive Financial Institution client base to grow revenues
 - Financial sponsors: Grow market share of large scale financings and associated event fees
 - Technology: Continued investment in deepening market share across event and transaction banking

1. Source: BCG Analysis. Investment banking revenue forecast 25

Financing and Advisory

Progress in Sectors Case study: Global Chemicals sectors

Acquisition financing

Apr 2017

PLATFORM SPECIALTY

EUR0.7bn & US\$1.2bn

Refinancing of Acquisition Term Loans Bookrunner/Joint Lead Arranger/ Left-Lead Arranger

Apr 2017

NOVA Chemicals

Acquisition bridge financing

Sole initial bridge provider

Feb 2017

THE CARLYLE GROUP A ATOTECH

US\$2.1bn

Acquisition facilities for The Carlyle Group's acquisition of Atotech Joint Lead Arranger/Joint Bookrunner

Sep 2016

BAYER E

US\$56.9bn

Acquisition facilities for the proposed acquisition of Monsanto

Underwriter

Feb 2016

CHEMEHINA syngenta

US\$20.0bn

Acquisition facility

Global Coordinator and Underwriter

Dec 2015

Air Liquide

US\$12.0bn

Bridge loan for the acquisition of Air Gas

Mandated Lead Arranger

Dec 2015

EQUATE MEGlobal

US\$6.0bn

Bridge loan for the acquisition of MEGlobal

Underwriter, Bookrunner, MLA

Aug 2015



US\$5.8bn

Bridge loan for the acquisition of Cytec

Mandated Lead Arranger

Capital markets

Apr 2017

NOVA Chemicals

US\$2.1bn

High yield bonds in relation to Williams Partners olefins facility acquisition Joint Active Bookrunner Nov 2016

BAYER E R EUR4.0bn

Mandatory Convertible

Co-Bookrunner

Nov 2016



SAR600m

Rights issue

Adviser/Lead Manager/Underwriter Oct 2016

Air Liquide

EUR3.3bn

Rights issue

Joint Bookrunne

Oct 2016



US\$2,25bn

Inaugural bonds offering

Lead Manager and Global Coordinator

Jun and Sep 2016

Air Liquide

EUR3.0bn 5-tranche bond US\$4.5bn 5-tranche bond

Rookrunner

Nov 2015

Aug 2016

EUR1.9bn



3-tranche bond issue

Joint Bookrunner

US\$1.6bn 144A/Reg S **Dual Tranche** EUR1.0bn Hybrid bond

CYTEC

Active Joint Bookrunner, Joint Global Coordinator

Advisory

Ongoing



Financial Advisor to AkzoNobel in relation to the separation of Specialty Chemicals

Financial Advisor

Jun 2017

EUR26.9bn

Financial Advisor to AkzoNobel in relation to the unsolicited approach from PPG Industries (aborted by PPG)

Financial Advisor

Apr 2017 (Announced)



US\$2.1bn

Acquisition of Williams Partners olefins facility

Sole financial advisor

Feb 2017 (Announced) TASNECLILATION CRISTAL

US\$2.2bn

Sale of Cristal's TiO2 businesses to Tronox Ltd in return for cash and a

24% stake Financial Advisor

Jun 2016



EUR350m

Oct 2016

Disposal of graphite electrode business of SGL Group to Showa Denko

Joint Financial Advisor

COVENTŶA

Undisclosed

Sale of Coventya to Silverfleet Capital

Sole Financial Advisor

Feb 2016

CHEMEHINA syngenta

US\$46.3bn

Recommended public offer for Syngenta AG

Lead Financial Advisor

Dec 2015



US\$3.2bn

Sale of Dow's stake in MEGlobal to EQUATE

Sole Financial Advisor

Supported by best in class research team¹



EM EMEA Chemicals

#1 Team 2017







EXTEL 2016 and 2017 - Emerging EMEA Chemicals /Industrials Rankings

GB&M Investor Update

Agenda for the day

Introduction		9:35AM - 9:40AM
1	Industry and Global Banking & Markets overview	9:40AM - 10:00AM
	GB&M clients and businesses	10:00AM - 10:20AM
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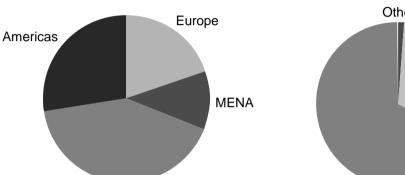
Global Liquidity and Cash Management – Profile and track record

Historically strong revenue and deposit growth enabled by key deals and recognised by industry awards

Balanced geographical footprint¹

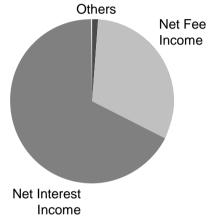
Product suite¹

2016, Revenue %



Asia

2016, Revenue %



Customer Examples

2016



HSBC assisted eBay invest its surplus cash in a range of investment options, ensuring excess liquidity was optimised, banking fees were reduced, and time was freed to enable the Treasury team to focus on other strategic initiatives.



Consolidation of banking across the Middle East region to drive greater operational efficiency, economies of scale and optimise liquidity to aid greater working capital management

Track Record² Revenue, US\$bn Deposits³, US\$bn +7% CAGR +12% CAGR 2.0 c.190 1.7 c.150 2014 2016 2016 2014 Total, 5.7 6.3 c.450 c.500 CMB + GB&M

Facts and Industry Awards⁴

2016

- 4.2bn⁵: Volume of Payments processed annually
- US\$425tn⁵: Value of Payments processed annually
- Client revenue: Cross-border 76% and In-country 24%⁶



Best Global Cash Manager for financial and nonfinancial institutions (#1) by Euromoney



Recognised by Greenwich Associates as the #1 Cash Management provider for large corporates in Asia

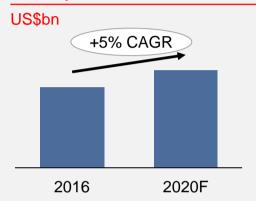
Note: Figures may not add due to rounding

- 1. As disclosed in Management View of Adjusted Revenue in the HSBC Holdings plc Annual Report and Accounts 2016. Americas include US, Canada and Latin America
- 2. Revenue included for both CMB and GB&M customers as disclosed in Management View of Adjusted Revenue in the HSBC Holdings plc Annual Report and Accounts 2016
- 3. Growth in customer deposits partially offset by reductions in non-operational balances. Based on average YE deposits. Total GB&M customer accounts, on an adjusted basis, were US\$256bn in 2016 and US\$261bn in 2014
- 4. 2017 Greenwich Associates Survey; Euromoney Cash Management Survey 2016
- 5. Global Liquidity and Cash Management internal management information
- 6. HSBC internal client MI

Global Liquidity and Cash Management - Outlook

Continue to be leading provider of Liquidity and Cash Management solutions globally for our customers

Industry revenue forecast¹



Trends

- Interest rate rises
- Increasing FDI flows, in particular from Asia to developed markets
- Accelerating innovation from Digitisation and the FinTech revolution
- Fragmented market creates opportunities for global scale players to consolidate and grow market share
- Brexit offers an opportunity to increase market share in Europe

Initiatives

- Geographies
 - Extend proven coverage model to better penetrate key corridors (e.g. Asia to US, Europe to US)
 - Further investment in ASEAN and PRD, in order to retain our #1 Asiamoney
 Offshore RMB ranking
 - Continue to leverage the GLCM dedicated staff in 52 to countries to better penetrate opportunities from corporates expanding abroad
- 2 Clients
 - Grow our stable deposit base
 - Leverage strong Continental Europe proposition to maximise post-Brexit opportunities
- Investments in Digital
 - Maintain and build market leading Global Payment capabilities through partnership with FinTechs
 - Investment in digital to deliver step change in client experience, including enhanced self service capabilities

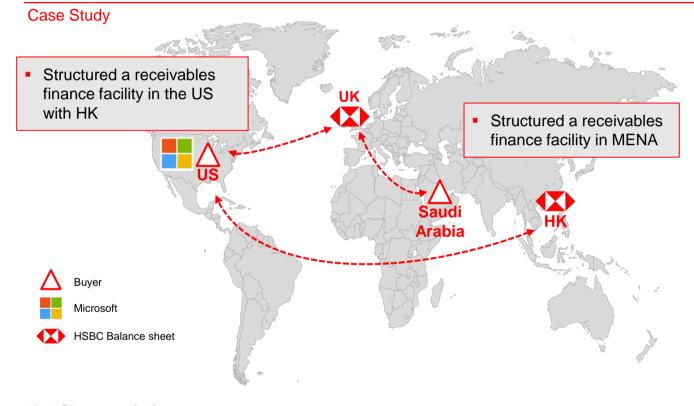
^{1.} Source: BCG Analysis; Payments industry revenue forecast

Global Trade and Receivables Finance - Profile and track record

Trade is pivotal to the value of HSBC's network



Global Trade Finance Solution



Key Characteristics

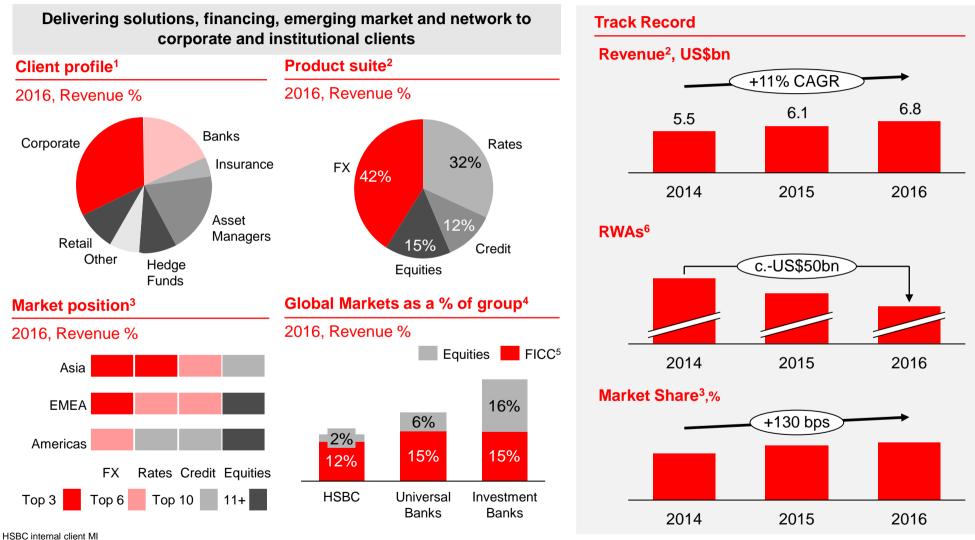
- Enabled Microsoft to extend payment terms whilst mitigating concentration risk on key partners
- HSBC's solution combined use of several booking centres and of credit insurance to maximise efficiency of capital

^{1.} HSBC Management View of Adjusted Revenue as reported in the 2016 HSBC Holdings plc Annual Report and Accounts

^{2.} On an adjusted basis for GB&M customers

Global Markets - Profile and track record

Sustained revenue growth, RWA reduction and market share gains



GB&M adjusted revenue based on the 2016 HSBC Holdings plc Annual Report and Accounts. Numbers may not add due to rounding

Source: Coalition. Peer group: Bank of America Merrill Lynch, Barclays, BNPP, Citi, Credit Suisse, Deutsche Bank, Goldman Sachs, HSBC, J.P. Morgan, Morgan Stanley, Société Générale and UBS. Coalition results are based upon HSBC's product taxonomy and include all Institutional clients and Corporates with a turnover of greater than US\$1.5bn

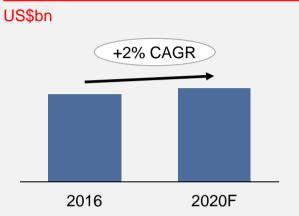
Based on reported revenue. Universal Banks comprise: JP Morgan, Citi, Bank of America, Barclays, BNPP, Deutsche Bank and Societe Generale. Investment Banks comprise: Goldman Sachs, Morgan Stanley, Credit Suisse and UBS. Dec16 spot rate was used to translate European peers results to US\$

Comprising Credit, Rates and Foreign Exchange revenue within Global Markets

Gross RWA reductions on an adjusted basis

Defined plans to continue growth momentum

Industry revenue forecast¹



Trends

- Post-crisis regulatory changes near finalisation except Fundamental Review of Trading Book
- Re-pricing of balance sheet and capital commitment
- Increased focus on client relationships and solutions
- Polarisation of trading activities between execution and financing / solutions
- End-to-end digitalisation and rise of FinTech
- Client opportunities including global trade growth and AUM growth
- Client challenges including fees, regulation, industry transformation

Initiatives

Client Financing and Solutions opportunities

- Grow higher margin businesses aligned to HSBC strengths
- Credit leverage our franchise for origination opportunities and build further capabilities in investment grade, high yield, exchange-traded funds, asset backed securities, loans and repo trading
- Financing and Solutions leverage balance sheet, capital and diverse franchise (CMB, Banks, Insurers, Hedge Funds, Sponsors) to originate, transform and finance pools of assets or risks for redistribution

Growth aligned with HSBC's strengths in Emerging Markets

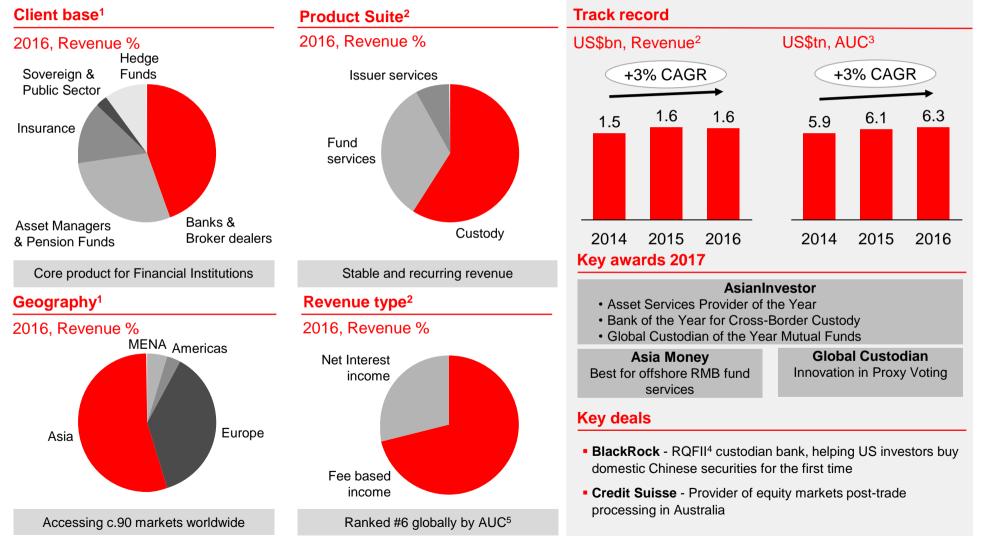
- Delivering market access and notably Asian network
- Growing our greater China best in class offering including RMB, market access and China Securities JV
- Positioned to capture internationalisation of capital markets in the Gulf countries
- Expand and complete LATAM franchise

Digital for clients

- Investment in digital to enhance efficiency and better serve our clients
- eTrading as a service
- Business intelligence and analytics to sales and clients deliver the "power of the franchise"
- Leveraging cloud computing and FinTech innovation

HSBC Securities Services - Profile and track record

Market share gains enabled by leadership position in Asia and Middle East

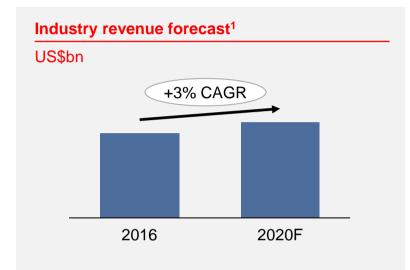


- HSBC internal client MI
- GB&M adjusted revenue based on the 2016 HSBC Holdings plc Annual Report and Accounts. Revenue type: Fee-based income includes Funds and Custody, Issuer Services, Foreign Exchange and Securities lending
- AUC figures above on a constant currency basis. On a reported basis, AUC for 2016 is US\$6.3tn; 2015 is US\$6.2tn and US\$6.4tn for 2014
- 4. RQFII: RMB Qualified Foreign Institutional Investor

Source: EY and HSBC internal analysis

HSBC Securities Services – Outlook

Invest to capture market growth, automate our platforms and deliver enhanced client experience



Trends

- Interest rate rises
- Compression of industry margins
- Increasing client demand for digital services
- Asset growth in asset managers and owners sectors with a drive to diversify asset classes
- Increased regulatory focus on investor protection and asset safekeeping rules

Initiatives

1 Invest in Digital & Data

- Increased investment in digital & data programmes
- Improve client experience through APIs² and enhanced data channels providing greater insights to client's portfolios
- Leverage robotics and 'Artificial Intelligence' to drive automation

2 Grow the asset managers and asset owner sectors

- Deliver next generation integrated custody and funds platforms
- Broaden asset classes (e.g. ETFs, alternatives)
- Sales & Commercial excellence by fully leveraging GB&M relationships

3 Strengthen our network

- Evaluate options to expand our footprint e.g., Europe
- Invest in high growth markets e.g. China, Indonesia
- Capture more cross-border flows in/outbound to Asia and EMEA

4 Grow the value of our business by leveraging our franchise

- New middle office outsourcing services to banks and broker dealers
- Improve Issuer Servicing capabilities & connectivity to better support our Financing & Origination business
- Enhance collaboration with HSBC Asset Management, Private Banking and Insurance to leverage our universal banking model

^{1.} Source: BCG analysis. Custodian Revenue based on the top 10 global custodians

API: Application Programming Interfaces

Digital – Outlook

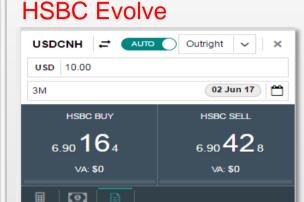
Invest in digital and innovation for efficiency and growth

Client and Market Connectivity



Transform transaction banking browser and mobile:

- New User Interface & virtual assistant
- New authentication & TouchID on Mobile



Investing in our execution platform:

Feb 7, 2017

Asia's Bond Markets - The View February 2017 - How the "China bid" drives

 Integrated customisable execution platform, from pre-trade, trade through to post-trade

Strategic Investments and Partnerships

- √ 10+ Investments in technology start ups to date
- Across four key themes



Data and Artificial Intelligence

Operational Efficiency



TRADESHIFF







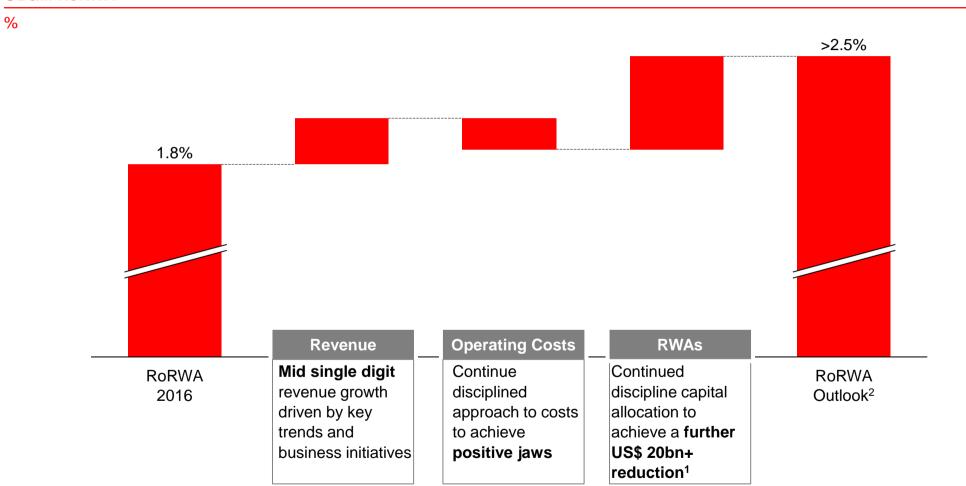
Transform transaction banking host to host connectivity:

- New user interface
- More file formats

Introduc	Introduction 9:35AM – 9:40AM	
1	Industry and Global Banking & Markets overview	9:40AM – 10:00AM
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Lunch 11:45PM – 1:00		11:45PM – 1:00PM
Appendix		

Further scope to improve RoRWA to greater than 2.5%

GB&M RoRWA



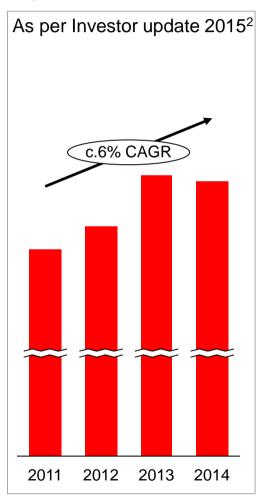
^{1.} Gross RWA reduction

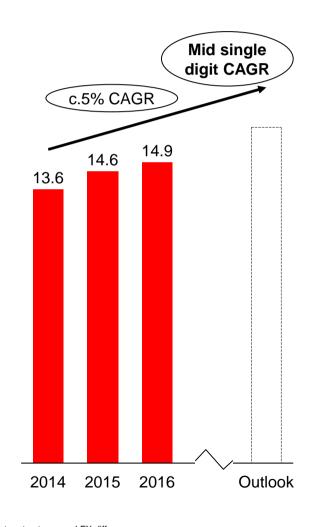
^{2.} Certain internal costs with the Group are now allocated to Global Businesses, notably the cost of MREL debt and Corporate Centre costs. The RoRWA including these allocations would be 2.2%

Revenue – Mid single digit growth driven by macro and competitive advantages

GB&M revenue¹

US\$bn





Drivers

Macro factors

- Economic growth
- Interest rate rises
- Banking Industry wholesale revenue growth

Monetise competitive advantages

- Deepen and broaden client relationships more products in more countries
- Continue market share gains

3 Investing for future growth

Financing

 Grow financing business e.g. Sponsors and Credit

Emerging Markets

- Asia Infrastructure (Belt & Road), China Securities JV, Pearl River Delta expansion
- Middle East support Gulf countries to diversify their economies beyond oil and gas

Digital

 Invest in digital in Global Liquidity & Cash Management, Global Markets and Securities Services to improve client experience

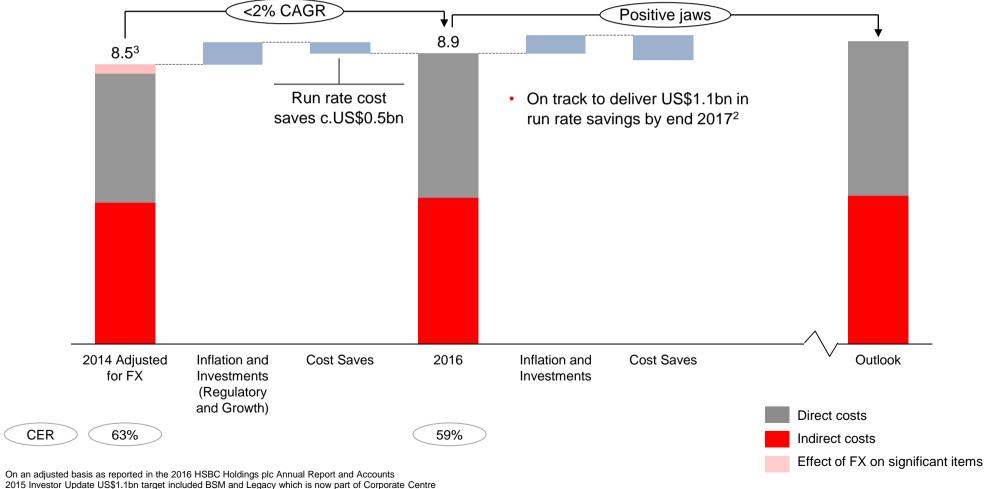
^{1.} On an adjusted basis. Graphs not comparable due to account restructures and FX difference

^{2.} On an adjusted basis, as shown in the Investor Update 2015 Slide 12. Relates to 2015 definition of client-facing GB&M. Figures for 2011-2013 have not been adjusted for disposal of Brazil and realignment of customers between Global Businesses

Costs - Continue disciplined approach to costs to achieve positive jaws

Cost walk¹

US\$bn

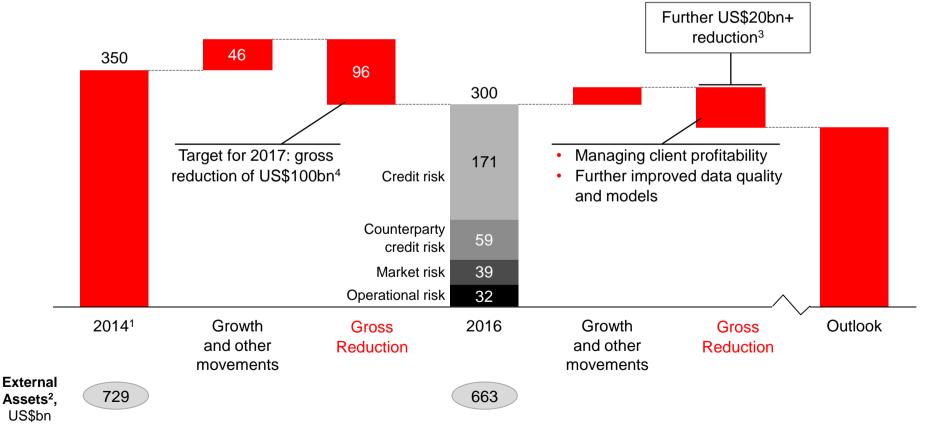


- From 1Q17 onwards, the foreign currency translation differences related to significant items were presented as a separate component of significant items. This figure is based on the updated presentation. The effect of FX on significant items is US\$0.3bn

Capital – Continue disciplined capital allocation to achieve a further US\$ 20bn RWA reduction

GB&M Risk Weighted Assets

US\$bn



^{1.} On an adjusted basis

^{2.} GB&M External assets after derivative netting. For further details see appendix

Gross RWA reduction

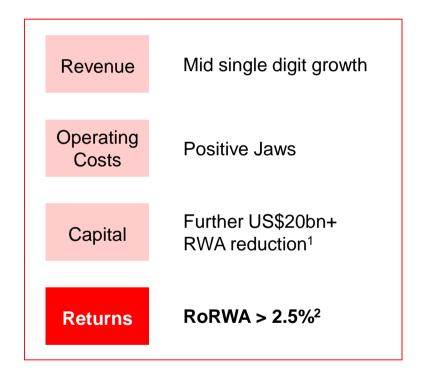
^{4.} June 2015 Investor update gross reduction of US\$140bn updated to US\$100bn as legacy credit has moved to Corporate Centre, re-segmentation and adjusted at 1Q17 FX rate

Global Banking & Markets is well positioned to continue to grow whilst improving returns

Market trends

- Positive growth for the medium term
- Improving returns
- Proven track record in execution
 - Revenue growth: distinctive competitive advantages and market share gains
 - Improved returns: track record in reducing RWAs whilst maintaining revenue momentum
 - Historical stable and recurring revenue
- Defined plans to capture growth whilst keeping tight cost management and further RWA reduction

Re-affirming Investor commitments



^{1.} Gross RWA reduction

^{2.} Certain internal costs with the Group are now allocated to Global Businesses, notably the cost of MREL debt and Corporate Centre costs. The RoRWA including these allocations would be 2.2%

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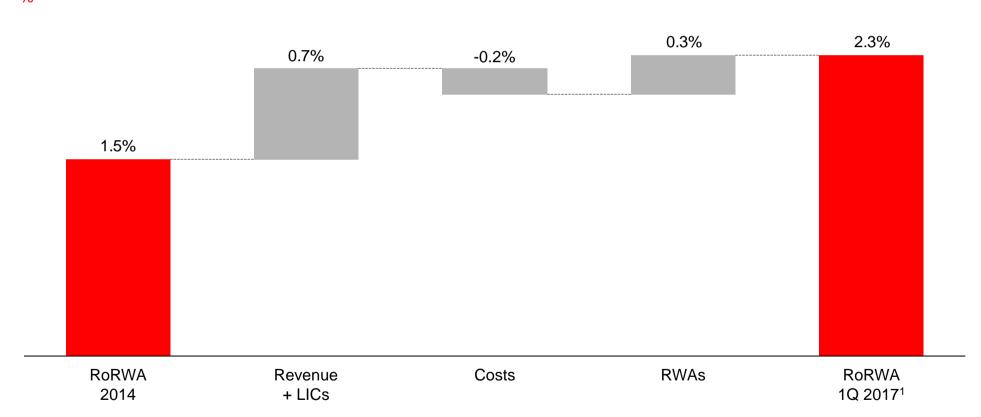
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Appendix		

Appendix – Track record RoRWA 2014 to 1Q 2017

Global Banking & Markets RoRWA

%

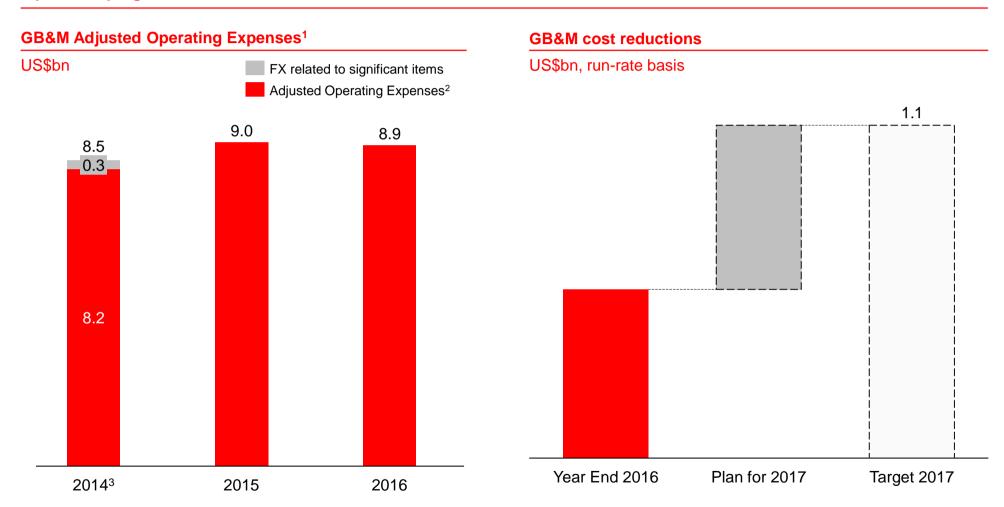


^{1.} As disclosed in the 1Q17 HSBC Earnings release. 1Q17 has been annualised and on a 2pt Average. Revenues include LICs

Appendix – Track record

Costs 2014 to 2016

Update on progress¹



Note: Numbers may not add up due to rounding

^{1.} Presented on an adjusted basis to exclude the effects of currency translation and significant items

[.] As reported in the 2016 HSBC Holdings Annual Report and Accounts

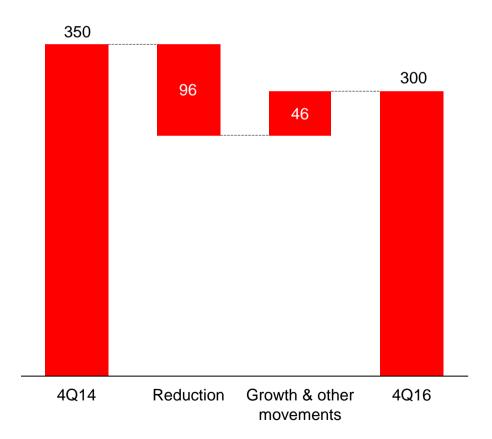
^{3.} From 1Q17 onwards, the foreign currency translation differences related to significant items were presented as a separate component of significant items. The adjusted operating expenses figures have been updated to reflect this change

Appendix – Track record RWAs 2014 to 2016

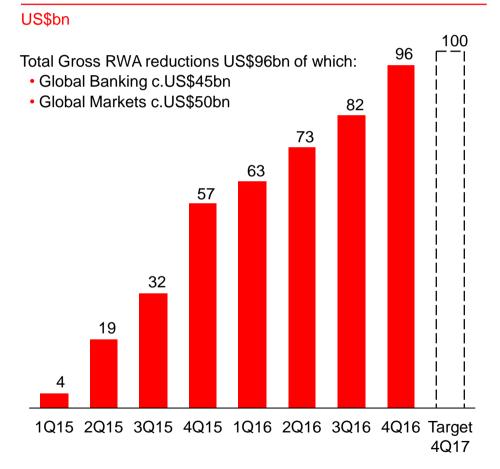
Update on progress¹

RWAs¹

US\$bn



Cumulative Gross RWA reductions²

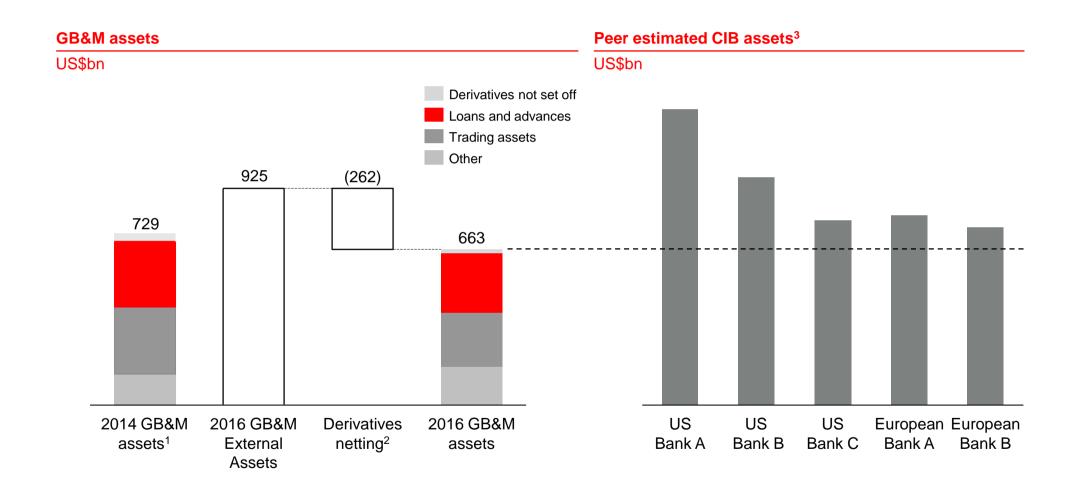


^{1.} RWAs on an adjusted basis, stated at 4Q16 FX rate

^{2.} As reported

Appendix - Track record

Balance sheet assets of US\$663bn, smaller than most major peers



^{1. 2014} GB&M assets as disclosed at June 2015 Investor day for GB&M Client Facing assets (includes Brazil and FX)

^{2.} Includes transactions where the counterparty has an offsetting exposure with HSBC and a master netting or similar arrangement is in place with a right of set off only in the event of a default, insolvency or bankruptcy, or the offset criteria are otherwise not satisfied and non-cash collateral received in respect of these transactions. The majority of the HSBC Group total relates to GB&M

^{3.} Peer estimated CIB assets calculated as segmental period end assets offset by derivative netting, methodology as follows i) financial data sourced from peer published financial disclosures, ii) assumptions made as to the equivalent peer segments, iii) assumptions made as to the peer derivative balances and respective netting to the GB&M equivalent segment and iv) European peers converted at the Dec 2016 spot FX rates

Presenters



Samir Assaf Chief Executive Officer Global Banking & Markets

Thibaut De Roux

Global Head of

Markets





Diane Reyes
Global Head of Global
Liquidity & Cash Management



Robin Phillips Co-Head of Global Banking



Cian Burke
Global Head of
HSBC Securities Services



Matthew Westerman Co-Head of Global Banking



Richard O'Connor Group Head of Investor Relations

Basis of Preparation

- Assumed no changes from 2014 in
 - IFRS accounting rules
 - Regulatory capital / RWA rules
 - Common law
- Figures are presented on an adjusted basis and exclude the effects of significant items, currency translation and acquisitions and disposals
- Assumed that where targeted reduction on RWAs require regulatory approvals (e.g. model changes), these will be received
- Forward interest rate curves as at 31 March 2017

Definitions (1/4)

Adjusted performance	Adjusted performance excludes the year-on-year effects of foreign currency translation differences and significant items which distort the year-on-year comparison of reported results. The term significant items collectively describes the group of individual adjustments excluded from reported results when arriving at adjusted performance and which management and investors would ordinarily identify and consider separately when assessing performance in order to better understand the trends of the business.
ASEAN	Association of Southeast Asian Nations; member states include Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam
AuC	Assets under Custody
AuM	Assets under Management
BCG	Boston Consulting Group
BSM	Balance sheet management
CAGR	Compounded Annual Growth Rate
CCR	Counterparty Credit Risk - Counterparty credit risk, in both the trading and non-trading books, is the risk that the counterparty to a transaction may default before completing the satisfactory settlement of the transaction
CER ratio	Cost Efficiency Ratio - Total operating expenses divided by total revenue
CET1	Common Equity Tier 1: CET1 Capital - The highest quality form of regulatory capital under Basel III that comprises common shares issued and related share premium, retained earnings and other reserves excluding the cash flow hedging reserve, less specified regulatory adjustments. CET1 Ratio – A Basel III measure, of CET 1 capital expressed as percentage of total risk exposure amount
China	Mainland China
Client facing GB&M	As defined in 2015 Investor update as the GB&M structure in 2015 excluding Associates, Legacy Credit & Balance Sheet Management
Client revenue	Differs from reported revenue. Client revenue relates to client income which includes total income from GBM clients relationships before synergies with other global businesses and excludes internal costs of funds.
СМВ	Commercial Banking
CRDIV	Capital Requirements Directive IV - A capital adequacy legislative package issued by the European Commission and adopted by EU member states. CRD IV package comprises a recast Capital Requirements Directive and a new Capital Requirements Regulation. The package implements the Basel III capital proposals together with transitional arrangements for some of its requirements. CRD IV came into force on 1 January 2014

Definitions (2/4)

СТВ	Change the Bank - defined as costs that drive change (excluding transformation), e.g. regulatory changes. Once a programme is implemented, ongoing running costs are no longer classed as CtB
CVA	Credit Valuation Adjustment - An adjustment to the valuation of OTC derivative contracts to reflect the creditworthiness of OTC derivative counterparties
DCM	Debt Capital Markets
Derivative netting	Either where the counterparty has an off-setting exposure with HSBC but offsetting exposure with HSBC but offsetting criteria are not satisfied or where collateral (cash or non-cash) has been received in respect of these transactions
DVA	Debit Valuation Adjustment
EMEA	Europe Middle East and Africa as per Dealogic definition
Europe	Europe geographic segment
Exit run-rate cost	Run-rate as of 31st December including impact of inflation, investment and full effect of savings
Footprint	HSBC Presence (countries)
FTE	Full-Time Equivalent staff
FX	Foreign Exchange
FX related	Settlement and provisions in connection with FX investigations
GB	Global Banking
GB&M	Global Banking and Markets
GCC	Gulf Cooperation Council
GDP	Gross Domestic Product
GLCM	Global Liquidity and Cash Management
Global Businesses	Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, Global Private banking
Global Functions	Risk and Compliance, Finance, Human Resources, Communications, Marketing, Legal, Internal Audit, Sustainability, Company Secretary, Strategy & Planning, HSBC Technology & Services (HTS)

Definitions (3/4)

Global Standards	The adoption and deployment the highest or most effective financial crime controls everywhere that we operate. Global Standards include policies set out these controls for anti-money laundering ('AML') and sanctions. They are our Global Standards. We are transforming how we detect, deter and protect against financial crime through the deployment of Global Standards, which govern how we do business and with whom
GRB	Global Relationship Banker
G-SIB	Global Systemically Important Bank
GTRF	Global Trade and Receivables Finance
HSS	HSBC Securities Services
Inbound revenue	Client revenue booked in Country A where the primary relationship is managed outside of Country A
Investment banks	Investment banks comprise Goldman Sachs, Morgan Stanley, Credit Suisse and UBS.
JAWs	Percentage growth in net operating income before loan impairment charges and other credit risk provisions less percentage growth in total operating expenses
JV	Joint Venture
LATAM	Latin America
Legacy	A portfolio of assets comprising Solitaire Funding Limited, securities investment conduits, asset-backed securities trading and correlation portfolios and derivative transactions entered into with monoline insurers. Previously referred to as "Legacy Credit"
LICs	Loan Impairment Charges and other credit risk provisions
MENA	Middle East and North Africa
Mid Market	Mid Market Enterprise
NAFTA	North American Free Trade Agreement
Outbound revenue	Client revenue relating to clients where the primary relationship is managed in Country A, but the revenue is booked outside of Country A

Definitions (4/4)

Pearl River Delta	Pearl River Delta is located in Guangdong Province, Mainland China. It includes 9 prefectures: Guangzhou, Shenzhen, Foshan, Dongguan, Zhongshan, Huizhou, Zhuhai, Jiangmen and Zhaoqing
PRA	Prudential Regulation Authority
RBWM	Retail Banking and Wealth Management
Reported	Reported view of performance is determined on an IFRS basis as reported in HSBC's annual report and accounts and other financial and regulatory reports
ROE	Return on average ordinary shareholders equity, defined as profit attributable to ordinary shareholders of the parent company divided by average ordinary shareholders equity
RoRWA	The metric, return on risk weighted assets ('RoRWA'), is defined as profit before tax divided by average risk weighted assets ('RWAs'). RWAs have been calculated using FSA rules for the 2010, 2011 and 2012 metrics. In all cases, RWAs or financial metrics based on RWAs for geographical segments or Global Businesses include associates, are on a third party basis and exclude intra-HSBC exposures.
RQFIIs	Renminbi Qualified Foreign Institutional Investor Scheme
RTB	Run the Bank is defined as costs that are required to keep operations running, maintain IT infrastructure and support revenue growth
RWA	Risk Weighted Assets
Strategic corridors	The largest and fasting growing corridors connected to HSBC's priority markets
Synergies	Benefits from shared resources and product capabilities
TLAC	Total Loss-Absorbing Capacity see MREL
TMT	Telecommunications Media and Technology
Transaction banking products	GTRF, GLCM, and HSS Products
Universal banking	Retail, wholesale and investment banking services in one banking group
Universal banks	Comprises JP Morgan, Citi (excluding Private Bank), Bank Of America, Deutsche Bank, Barclays and BNPP