

HSBC HOLDINGS PLC
Form 6-K
August 05, 2011
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FORM 6-K
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Report of Foreign Private Issuer

Pursuant to Rule 13a-16 or 15d-16 of

the Securities Exchange Act of 1934

For the month of August 2011

HSBC Holdings plc

42nd Floor, 8 Canada Square, London E14 5HQ, England

(Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F).

Form 20-F Form 40-F

(Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934).

Yes No

(If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-_____).

This Report on Form 6-K with respect to our Interim Financial Statements and Notes thereon for the six-month period ended June 30, 2011 is hereby incorporated by reference in the following HSBC Holdings plc registration statements: file numbers 333-10474, 333-92024, 333-102027, 333-103887, 333-104203, 333-109288, 333-113427, 333-127327, 333-126531, 333-135007, 333-143639, 333-145859, 333-155338, 333-158054, 333-158065, 333-162565 and 333-17025.

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HSBC HOLDINGS PLC

Interim Report 2011

Certain defined terms

Unless the context requires otherwise, *HSBC Holdings* means *HSBC Holdings plc* and *HSBC*, the *Group*, *we*, *us* and *our* refers to *HSBC Holdings* together with its subsidiaries. Within this document, the Hong Kong Special Administrative Region of the People's Republic of China is referred to as *Hong Kong*. When used in the terms *shareholders' equity* and *total shareholders' equity*, *shareholders* means holders of *HSBC Holdings* ordinary shares and those preference shares classified as equity. The abbreviations *US\$m* and *US\$bn* represents millions and billions (thousands of millions) of US dollars, respectively.

Interim financial statements and notes

HSBC's Interim Consolidated Financial Statements and Notes thereon, as set out on pages 171 to 218, have been prepared in accordance with the Disclosure Rules and Transparency Rules of the Financial Services Authority and International Accounting Standard (IAS) 34 *Interim Financial Reporting* as issued by the International Accounting Standards Board (IASB) and as endorsed by the European Union (EU). The consolidated financial statements of *HSBC* at 31 December 2010 were prepared in accordance with International Financial Reporting Standards (IFRSs) as issued by the IASB, and as endorsed by the EU. EU-endorsed IFRSs may differ from IFRSs as issued by the IASB if, at any point in time, new or amended IFRSs have not been endorsed by the EU. At 31 December 2010, there were no unendorsed standards effective for the year ended 31 December 2010 affecting the consolidated financial statements at that date, and there was no difference between IFRSs endorsed by the EU and IFRSs issued by the IASB in terms of their application to *HSBC*. Accordingly, *HSBC's* financial statements for the year ended 31 December 2010 were prepared in accordance with IFRSs as issued by the IASB. At 30 June 2011, there were no unendorsed standards effective for the period ended 30 June 2011 affecting these interim consolidated financial statements, and there was no difference between IFRSs endorsed by the EU and IFRSs issued by the IASB in terms of their application to *HSBC*.

HSBC uses the US dollar as its presentation currency because the US dollar and currencies linked to it form the major currency bloc in which *HSBC* transacts and funds its business. Unless otherwise stated, the information presented in this document has been measured in accordance with IFRSs.

When reference is made to *underlying* or *underlying basis* in tables or commentaries, comparative information has been expressed at constant currency (see page 10) eliminating the impact of fair value movements in respect of credit spread changes on *HSBC's* own debt and adjusted for the effects of acquisitions and disposals.

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HSBC HOLDINGS PLC

Interim Report 2011

Headquartered in London, HSBC is one of the world's largest banking and financial services organisations and one of the industry's most valuable brands. We provide a comprehensive range of financial services to around 89 million customers through two customer groups, Retail Banking and Wealth Management (formerly Personal Financial Services) and Commercial Banking, and two global businesses, Global Banking and Markets and Global Private Banking.

Our international network covers 87 countries and territories in six geographical regions: Europe, Hong Kong, Rest of Asia-Pacific, Middle East and North Africa, North America and Latin America.

With listings on the London, Hong Kong, New York, Paris and Bermuda stock exchanges, shares in HSBC Holdings plc are held by over 220,000 shareholders in 129 countries and territories.

Highlights

Profit attributable to ordinary shareholders of US\$8.9bn, up 35% on 1H10 and 46% on 2H10.

Earnings per share of US\$0.51, up 34% on 1H10 and 46% on 2H10.

Net assets per share of US\$8.59, up 17% on 1H10 and 8% on 2H10.

Reported pre-tax profit of US\$11.5bn, up 3% on 1H10, and 45% on 2H10.

Profitable in all regions, with profits up in Hong Kong, Rest of Asia-Pacific, Latin America, Middle East and North Africa and North America.

Cost efficiency ratio of 57.5% compared with 50.9% in 1H10 and 59.9% in 2H10.

Return on average ordinary shareholders' equity of 12.3%, up from 10.4% in 1H10, and 8.9% in 2H10.

Dividends declared in respect of 2011 totalling US\$0.18 per ordinary share, up 12.5%.

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Core tier 1 ratio increased from 10.5% to 10.8% during the period, driven by profit generation.
Cover theme

An evening view of the Central Elevated Walkway in Hong Kong's business district. Used by tens of thousands of commuters every day, this walkway forms a vital artery through the heart of Asia's pre-eminent financial centre, which hosts over 190 banks and deposit-taking companies from all over the world.

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HSBC HOLDINGS PLC

Overview

Financial highlights

Earnings per share

US\$0.51 *up 34%*

30 June 2010: US\$0.38

31 December 2010: US\$0.35

Dividends per share¹

US\$0.21

30 June 2010: US\$0.18

31 December 2010: US\$0.16

Net assets per share

US\$8.59

30 June 2010: US\$7.35

31 December 2010: US\$7.94

For the period

Profit before taxation

US\$11,474m *up 3%*

30 June 2010: US\$11,104m

31 December 2010: US\$7,933m

Underlying profit before taxation

US\$11,437m *up 13%*

30 June 2010: US\$10,109m

31 December 2010: US\$8,918m

Total operating income

US\$42,311m *up 4%*

30 June 2010: US\$40,672m

31 December 2010: US\$39,342m

Net operating income before loan

impairment charges and other credit risk

provisions

Profit attributable to ordinary shareholders of the

parent company

US\$8,929m *up 35%*

US\$35,694m

30 June 2010: US\$6,629m

30 June 2010: US\$35,551m

31 December 2010: US\$6,117m

31 December 2010: US\$32,696m

At the period-end

Loans and advances to

customers

US\$1,038bn *up 8%*

30 June 2010: US\$893bn

31 December 2010: US\$958bn

Customer accounts

US\$1,319bn *up 7%*

30 June 2010: US\$1,147bn

31 December 2010: US\$1,228bn

Average total shareholders' equity

Ratio of customer advances to customer accounts

78.7%

30 June 2010: 77.9%

31 December 2010: 78.1%

Total equity

US\$168bn *up 8%*

30 June 2010: US\$143bn

31 December 2010: US\$155bn

to average total assets

5.7%

30 June 2010: 5.5%

31 December 2010: 5.5%

Risk-weighted assets

US\$1,169bn *up 6%*

30 June 2010: US\$1,075bn

31 December 2010: US\$1,103bn

Capital ratios

Core tier 1 ratio

10.8%

30 June 2010: 9.9%

31 December 2010: 10.5%

Tier 1 ratio

12.2%

30 June 2010: 11.5%

31 December 2010: 12.1%

Total capital ratio

14.9%

30 June 2010: 14.4%

31 December 2010: 15.2%

Percentage growth rates compare with figures at 30 June 2010 for income statement items and 31 December 2010 for balance sheet items.

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Overview (continued)

Performance ratios (annualised)

Credit coverage ratios

Loan impairment charges to total operating income	Loan impairment charges to average gross customer advances	Total impairment allowances to impaired loans at period-end
11.8%	1.0%	72.2%
30 June 2010: 17.8%	30 June 2010: 1.7%	30 June 2010: 79.0%
31 December 2010: 16.1%	31 December 2010: 1.4%	31 December 2010: 71.6%

Return ratios

Return on average invested capital ²	Return on average ordinary shareholders' equity	Post-tax return on average total assets	Pre-tax return on average risk-weighted assets
11.4%	12.3%	0.7%	2.0%
30 June 2010: 9.4%	30 June 2010: 10.4%	30 June 2010: 0.6%	30 June 2010: 2.0%
31 December 2010: 8.2%	31 December 2010: 8.9%	31 December 2010: 0.5%	31 December 2010: 1.4%

Efficiency and revenue mix ratios

Cost efficiency ratio ⁴	Net interest income to	Net fee income to	Net trading income to
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	total operating income	total operating income	total operating income
57.5%	47.8%	20.8%	11.4%
30 June 2010: 50.9%	30 June 2010: 48.6%	30 June 2010: 20.9%	30 June 2010: 8.7%
31 December 2010: 59.9%	31 December 2010: 50.0%	31 December 2010: 22.5%	31 December 2010: 9.3%

Share information at the period-end

	Market	Closing market price		
US\$0.50 ordinary shares in issue	capitalisation	London	Hong Kong	American Depositary Share ⁵
17,818m	US\$177bn	£6.18	HK\$77.05	US\$49.62
30 Jun 2010: 17,510m 31 Dec 2010: 17,686m	30 Jun 2010: US\$161bn 31 Dec 2010: US\$180bn	30 Jun 2010: £6.15 31 Dec 2010: £6.51	30 Jun 2010: HK\$72.65 31 Dec 2010: HK\$79.70	30 Jun 2010: US\$45.59 31 Dec 2010: US\$51.04
		Over 1 year	Total shareholder return ⁶ Over 3 years	Over 5 years
To 30 June 2011		104.6	104.9	95.6
Benchmarks:				
FTSE 100		124.9	118.4	122.6
MSCI World		122.3	127.9	132.6
MSCI Banks		111.0	103.2	77.5

For footnotes, see page 81.

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HSBC HOLDINGS PLC

Overview (continued)

Cautionary statement regarding forward-looking statements

This *Interim Report 2011* contains certain forward-looking statements with respect to the financial condition, results of operations and business of HSBC. These forward-looking statements represent HSBC's expectations or beliefs concerning future events and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ, in some instances materially, from those expressed or implied in such statements. For example, certain of the market risk disclosures, some of which are only estimates and, therefore, could be materially different from actual results, are dependent on key model characteristics and assumptions and are subject to various limitations. Certain statements that are not historical facts, such as those that include the words "potential", "value at risk", "expects", "anticipates", "objective", "intends", "seeks", "plans", "believes", "estimates", and similar expressions or variations on such expressions may be considered forward-looking statements.

Written and/or oral forward-looking statements may also be made in the periodic reports to the US Securities and Exchange Commission, summary financial statements to shareholders, proxy statements, offering circulars and prospectuses, press releases and other written materials and in oral statements made by HSBC's Directors, officers or employees to third parties, including financial analysts.

Forward-looking statements involve inherent risks and uncertainties. Readers are cautioned that a number of factors could cause actual results to differ, in some instances materially, from those anticipated or implied in any forward-looking statement. Forward-looking statements speak only as of the date they are made, and it should not be assumed that they have been revised or updated in the light of new information or future events. Past performance cannot be relied on as a guide to future performance. Trends and factors that are expected to affect HSBC's results of operations are described in the *Interim Management Report*. A more detailed cautionary statement is given on page 379 of the *Annual Report and Accounts 2010*.

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Overview (continued)

Group Chairman's Statement

Good progress has been made during the first half of 2011 in setting the necessary course to build further sustainable value from HSBC's many advantaged positions in attractive markets and customer-facing businesses. The priorities, set out in the Strategy Day which Stuart Gulliver, Group Chief Executive, presented with his team in early May this year, are now being actioned, as Stuart sets out clearly in his review. Against the backdrop of the significant regulatory change which is under way, our clear focus is to concentrate HSBC's capital allocation and resources on the market segments which we are best able to serve competitively and efficiently.

Our ability to make progress on these strategic issues has been enhanced by a period of relative stability in operating performance as revenue strength in the faster growing economies continued to offset the constraining impact of the wind-down of our exit portfolios. With credit experience also continuing to improve, earnings per share for the first half of 2011 of US\$0.51 were 34% higher than those delivered in the first half of last year. The Group Chief Executive's review describes in more detail the drivers of this encouraging performance.

As foreshadowed when we reported our 2010 results, the Board has declared two interim dividends of US\$0.09 per ordinary share in respect of 2011, with the second interim dividend payable on 6 October 2011 to holders of record on 18 August 2011 on the Hong Kong Overseas Branch Register and 19 August 2011 on the Principal Register in the United Kingdom or on the Bermuda Overseas Branch Register. These dividends are 12.5% higher than those declared at the comparable stages last year.

Given the intense current focus amongst the regulatory and political communities on bank capital strength, it is very positive to note both that our capital position strengthened during the period and that we comfortably passed the European Banking Authority's industry wide stress test, the results of which were made public on 15 July 2011. The Group's core tier 1 ratio, which is the ratio most critically monitored by regulators, increased to 10.8% at 30 June 2011 from 10.5% at 31 December 2010 and 9.9% at 30 June 2010.

There has been significant further activity on the regulatory reform front in the period. The Independent Commission on Banking in the UK published its Interim Report on 11 April 2011 and we submitted our comments on its preliminary conclusions on 4 July 2011 in line with the timetable laid down. HSBC has been very actively involved in the debate around one of the principal reform ideas raised in this report, namely the concept of structurally ring-fencing certain of the core activities contained within UK-incorporated universal banks; in our case this would affect our UK subsidiary, HSBC Bank plc. The objective of ring-fencing certain activities from other activities is to facilitate the resolution and continuation of the core activities contained within the ring-fence, at little or no cost to the taxpayer in the event of a future crisis.

Much of the ongoing debate is around assessing the likely impact of various alternative ring-fencing definitions on credit supply to the real economy in the UK and on the competitiveness of UK-incorporated banks. We believe the critical judgements ultimately to be made must consider two principal factors. The first of these is how any restructuring will likely affect the quantum and cost of credit supply to the real economy. The second is whether the benefit of this incremental restructuring on top of the aggregate of all the reform measures already in hand under Basel III and EU directives outweighs the considerable cost and time commitment involved.

In another major new development, the Basel Committee and the Financial Stability Board have now issued consultation documents concerning additional capital requirements for banks identified as global systemically important financial institutions. Incremental common equity of between 1% and 2.5% of risk-weighted assets on top of Basel III requirements is being proposed. We expect HSBC will fall at the higher end of incremental capital requirements. This level of capital is consistent with the expectation of Basel III common

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Overview (continued)

equity tier 1 ratio levels of between 9.5% and 10.5% referred to in our *Annual Report and Accounts 2010*.

The pace and quantum of regulatory reform continues to increase at the same time as the global economy appears to be losing momentum in its recovery. We are concerned about the possible pro-cyclical impacts of further deleveraging of the global economy arising from the regulatory reform agenda, at the same time as sovereign credit concerns and fiscal consolidation challenges become more critical.

Financial markets globally will likely be volatile over the rest of this year and into 2012 as participants assess and react to the possibility of political constraints preventing timely or optimal economic decisions. The global economy is currently facing many such situations, ranging from reaching a sustainable solution to eurozone sovereign indebtedness through dealing with the impact of inflationary pressures and commodity price increases on developing economies, supporting social reform and cohesion in the Middle East, balancing the growth imperative in the faster-growing economies with the consequences of asset price bubbles and, most importantly, negotiating a long-term framework for budget discipline and related financing in the United States.

Finally, I am delighted to report how effectively the new management team under the leadership of Stuart Gulliver is working together and making progress, under the governance and supervision of the Board, in delivering the strategic agenda which has been agreed. There is much to do and, as noted above, the current economic backdrop contains many challenges. However, the mood in the organisation is upbeat and there is real commitment and enthusiasm to tackle the tasks ahead of us.

D J Flint, *Group Chairman*

1 August 2011

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HSBC HOLDINGS PLC

Overview (continued)

Group Chief Executive's Review

HSBC's financial performance improved.

Reported profit before tax was US\$11.5bn, up 3% from 1H10 and 45% from 2H10.

Profit attributable to ordinary shareholders was US\$8.9bn, up 35% from 1H10 and 46% from 2H10.

Return on average ordinary shareholders' equity was 12.3%, up from 10.4% in 1H10 and 8.9% in 2H10.

The cost efficiency ratio was 57.5%, up from 50.9% in 1H10 but down from 59.9% in 2H10.

The advances-to-deposits ratio was 78.7%, up from 77.9% in 1H10 and 78.1% in 2H10.

We declared two interim dividends in respect of 2011 totalling US\$0.18 per ordinary share, up 12.5% year on year.

The core tier 1 capital ratio was 10.8% at 30 June 2011, compared with 10.5% at 31 December 2010.

Progress on strategy

HSBC's global network covers the majority of world trade and capital flows, and provides access to faster-growing economies as well as the mature economies where wealth is stored. In May, we articulated our strategy to become the world's leading international bank by building on this distinctive position to leverage global economic and demographic trends. We also outlined our plans to deploy capital more efficiently, to improve cost efficiency and to target growth in selected markets. We are making progress in all three areas:

First, as a result of our portfolio review and application of a five-filter framework, we announced a number of closures and disposals. These included the closure of our retail businesses in Russia and Poland and the disposal of three insurance businesses. More materially, in the US we are progressing the strategic review of our credit card business, and announced the disposal of 195 non-strategic branches, principally in upstate New York.

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Second, we are targeting US\$2.5-3.5bn of sustainable cost savings by 2013. Since the start of 2011, we have begun operational restructurings in Latin America, the US, the UK, France and the Middle East which will reduce headcount by around 5,000. We launched a programme to reduce the costs of our head office and global support functions. We also initiated more efficient business operating models for Commercial Banking and Retail Banking and Wealth Management. We expect there will be some 25,000 job losses by the end of 2013, although we plan to recruit in support of our strategic initiatives.

Third, we continued to position the business for growth. We increased revenues in target markets and we made progress in wealth management, where we saw higher investment income, especially in Asia, and funds under management in Global Asset Management reached a record high at the end of the period.

Revenues

At US\$35.7bn, total Group revenues were stable compared with 1H10 and up 9% compared with 2H10.

We recorded double-digit revenue growth in Hong Kong, Rest of Asia-Pacific and Latin America compared with 1H10.

As we had forecast, revenue declined in the US as we continued to manage down balances in the run-off portfolios, and in Balance Sheet Management as positions matured. Along with many peers, we saw weaker Credit and Rates revenues in Europe in Global Banking and Markets.

Loan impairment charges

Loan impairment charges were US\$5.3bn compared with US\$7.5bn in 1H10 and US\$6.5bn in 2H10.

Most of the improvement was in the US. The Consumer Finance run-off and Cards portfolios

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Overview (continued)

recorded lower balances as well as improved delinquency rates, although we saw a slowing of delinquency trend improvements in the second quarter.

In Global Banking and Markets, loan impairment charges and other credit risk provisions were lower.

Cost efficiency

The cost efficiency ratio rose from 50.9% to 57.5% compared with 1H10. Reflecting strategic investment in the business, key drivers behind the increase were higher staff numbers, wage inflation, and other costs related to business growth. We also reported a number of notable cost items during the period.

The cost efficiency ratio fell compared with 59.9% in 2H10 as we controlled discretionary spend and took action to make sustainable savings.

Significantly, on a quarterly basis, the cost efficiency ratio was 54.4% in 2Q11, lower than in each of the previous three quarters.

Balance sheet

Compared with year-end 2010, customer account balances increased by 7% or US\$91.3bn to US\$1.3 trillion, with most of the increase in Europe and Asia.

Compared with year-end 2010, total customer loan balances increased by 8% or US\$79.5bn to US\$1.0 trillion, rising in all regions except North America, where we managed down balances in the Consumer Finance portfolios.

The core tier 1 ratio increased during the period from 10.5% at the end of 2010 to 10.8%, driven primarily by profit generation.

Economic outlook

We remain positive on the outlook for emerging markets. We expect a soft landing in China and we believe Hong Kong is well-equipped to mitigate overheating pressures. We expect continued growth in the rest of Asia-Pacific and Latin America and take comfort from the focus of the authorities on managing inflationary pressures. In the Middle East, the outlook for the Gulf Cooperation Council economies is also positive.

In the developed world, growth in the US and Europe is likely to remain sluggish as long as the impact of high debt levels and government budget cuts weigh on economic activity. In the UK, we remain concerned that regulatory actions being contemplated and the ongoing regulatory uncertainty will constrain the supply of credit to the real economy and contribute to sub-par economic growth.

In closing, I would add that I am pleased with these results, which mark a first step in the right direction on what will be a long journey.

S T Gulliver, *Group Chief Executive*

1 August 2011

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HSBC HOLDINGS PLC

Overview (continued)

Principal activities

HSBC is one of the largest banking and financial services organisations in the world, with a market capitalisation of US\$177bn at 30 June 2011.

Through our subsidiaries and associates, we provide a comprehensive range of banking and related financial services. Headquartered in London, we operate through long-established businesses and have an international network of around 7,500 offices in 87 countries and territories in six geographical regions: Europe, Hong Kong, Rest of Asia-Pacific, Middle East and North Africa (MENA), North America and Latin America. Within these regions, a comprehensive range of financial services is offered to personal, commercial, corporate, institutional, investment and private banking clients. Services are delivered primarily by domestic banks, typically with large retail deposit bases.

HSBC's values

The role of HSBC's values in daily operating practice has taken on increased significance in the context of the global financial crisis, with changes to regulatory policy, investor confidence and society's view of the role of banks. We expect our executives and staff to act with courageous integrity in the execution of their duties.

HSBC's values are being:

dependable and doing the right thing;

open to different ideas and cultures; and

connected with our customers, communities, regulators and each other.

We have strengthened our values-led culture by embedding HSBC's values into our operating standards, training, development and employee induction, and through the personal sponsorship of senior executives. These initiatives will continue in 2011 and beyond.

Strategic direction

HSBC's objective is to deliver sustainable long-term value to shareholders through consistent earnings and superior risk-adjusted returns. We have a clear strategy to become the leading international bank, based on two main elements which are aligned with the key trends shaping the global economy:

international connectivity we are strengthening our presence in those markets and businesses that are most relevant to global trade and capital flows; and

economic development and wealth creation we are investing to capture wealth creation in the selected markets and focusing on retail banking only in those markets where we can achieve profitable scale.

To deliver on our strategy, we are taking action in three areas:

Capital deployment we are improving the way we deploy capital as part of our efforts to achieve our targeted return on equity of 12% to 15% over the business cycle. We have introduced a strategic framework assessing each of our businesses on a set of five strategic evaluation criteria, namely international connectivity, economic development, profitability, cost efficiency and liquidity. The results of this review determine whether we invest in, turn around, continue with or exit businesses;

Cost efficiency we have launched a transformation programme to achieve sustainable cost savings of between US\$2.5bn and US\$3.5bn over the next three years. Sustainable cost savings are intended to facilitate self-funded growth in key markets and investment in new products, processes and technology, and provide a buffer against regulatory and inflationary headwinds; and

Growth we continue to position ourselves for growth. We are increasing our relevance in fast-growing markets and in wealth management, and are improving the collaboration between our international network of businesses, particularly between Commercial Banking and Global Banking and Markets.

The objectives and incentives of management are aligned to delivering the strategy. Progress is measured through our quarterly financial performance and will be reviewed at the annual Strategy Investor Day.

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Overview (continued)

Top and emerging risks

All of our activities involve, to varying degrees, the measurement, evaluation, acceptance and management of risk or combinations of risks which we assess on a Group-wide basis. We classify certain risks as top or emerging. A top risk is a current, visible risk with the potential to have a material effect on our financial results or our reputation. An emerging risk is one with large unknown components which could have a material impact on our long-term strategy. Top and emerging risks are viewed as falling under the following four broad categories:

challenges to our business operations;

challenges to our governance and internal control systems;

macro-economic and geopolitical risk; and

macro-prudential and regulatory risks to our business model.

The top and emerging risks are summarised below:

Challenges to our business operations

Challenges to our operating model in an economic downturn (in developed countries) and rapid growth (in emerging markets)

Internet crime and fraud

Challenges to our governance and internal control systems

Level of change creating operational complexity

Information security risk

Macro-economic and geopolitical risk

Eurozone crisis, US deficit and elevated risk from potentially overheating economies in emerging markets

Increased geopolitical risk in the Middle East and North Africa

Macro-prudential and regulatory risks to our business model

Regulatory change impacting our business model and Group profitability

Regulatory and legislative requirements affecting conduct of business

A detailed account of HSBC's challenges and uncertainties is provided on pages 84 to 88. Further comments on expected risks and uncertainties are made throughout the Interim Management Report, particularly in the section on Risk.

Basis of preparation

The results of customer groups and global businesses are presented in accordance with the accounting policies used in the preparation of HSBC's consolidated financial statements. Our operations are closely integrated and, accordingly, the presentation of customer group and global business data includes internal allocations of certain items of income and expense. These allocations include the costs of certain support services and Group Management Office (GMO) functions, to the extent that these can be meaningfully attributed to operational business lines. While such allocations have been made on a systematic and consistent basis, they necessarily involve a degree of subjectivity.

Where relevant, income and expense amounts presented include the results of inter-segment funding as well as inter-company and inter-business line transactions. All such transactions are undertaken on arm's length terms.

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Reconciliation of reported and underlying profit before tax

In addition to results reported on an IFRSs basis, we measure our performance internally on a like-for-like basis by 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 where the net result of such movements will be zero upon maturity of the debt; all of which distort period-on-period comparisons. We refer to this as our underlying performance.

Reported results include the effects of the above items. They are excluded when monitoring progress against operating plans and past results because management believes that the underlying basis more accurately reflects operating performance.

Constant currency

Constant currency comparatives for the half-years to 30 June 2010 and 31 December 2010, used in the 2011 commentaries, are computed by retranslating into US dollars for non-US dollar branches, subsidiaries, joint ventures and associates:

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the income statements for the half-years to 30 June 2010 and 31 December 2010 at the average rates of exchange for the half-year to 30 June 2011; and

the balance sheets at 30 June 2010 and 31 December 2010 at the rates of exchange ruling at 30 June 2011.

No adjustment has been made to the exchange rates used to translate foreign currency-denominated assets and liabilities into the functional currencies of any HSBC branches, subsidiaries, joint ventures or associates.

When reference is made to constant currency in tables or commentaries, comparative data reported in the functional currencies of HSBC's operations have been translated at the appropriate exchange rates applied in the current period on the basis described above.

Underlying performance

The tables below compare our underlying performance for the half-year to 30 June 2011 with the half-years to 30 June 2010 and 31 December 2010. Equivalent tables are provided for each of HSBC's customer groups, global businesses and geographical segments on www.hsbc.com and on pages 37a and 79a.

The foreign currency translation differences reflect the relative weakening of the US dollar against most major currencies.

The following acquisitions and disposals were adjusted for in arriving at the underlying comparison:

the gain of US\$62m on reclassification of Bao Viet Holdings (Bao Viet) from an available-for-sale asset to an associate in January 2010;

the gain of US\$66m on sale of our stake in Wells Fargo HSBC Trade Bank in March 2010;

the gain of US\$107m on disposal of HSBC Insurance Brokers Limited in April 2010;

the dilution gains which arose on our holding in Ping An Insurance (Group) Company of China, Limited (Ping An) following the issue of share capital to third parties in both May 2010 and June 2011 of US\$188m and US\$181m, respectively;

the loss on the sale of our investment in British Arab Commercial Bank plc in 2010;

the gain of US\$74m on the deconsolidation of private equity funds following the management buy-out of Headland Capital Partners Ltd (formerly known as HSBC Private Equity (Asia) Ltd) in November 2010;

the operating results of Eversholt Rail Group for the half year to 30 June 2010 and the gain on the sale of US\$255m in December 2010.

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Interim Management Report (continued)*Reconciliation of reported and underlying profit before tax*

	Half-year to 30 June 2011 (1H11) compared with half-year to 30 June 2010 (1H10)								
	1H10	1H10	1H10		1H11	1H11	1H11	Re-	Under-
	as	adjust-	Currency	at 1H11	as	adjust-	under-	ported	lying
	reported	ments ⁹	translation ¹⁰	exchange	reported	ments ⁹	lying	change ¹²	change ¹²
US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	%	%	
HSBC									
Net interest income	19,757	17	698	20,472	20,235	20,235	2	(1)	
Net fee income	8,518	(50)	288	8,756	8,807	8,807	3	1	
Changes in fair value ¹³	1,074	(1,074)		(143)	143				
Other income ¹⁴	6,202	(404)	254	6,052	6,795	(180)	10	9	
Net operating income¹⁵	35,551	(1,511)	1,240	35,280	35,694	(37)	35,657	1	
Loan impairment charges and other credit risk provisions	(7,523)		(176)	(7,699)	(5,266)	(5,266)	30	32	
Net operating income	28,028	(1,511)	1,064	27,581	30,428	(37)	30,391	9	
Operating expenses	(18,111)	148	(737)	(18,700)	(20,510)	(20,510)	(13)	(10)	
Operating profit	9,917	(1,363)	327	8,881	9,918	(37)	9,881	11	
Share of profit in associates and joint ventures	1,187		41	1,228	1,556	1,556	31	27	
Profit before tax	11,104	(1,363)	368	10,109	11,474	(37)	11,437	3	
By geographical region									
Europe	3,521	(594)	140	3,067	2,147	71	2,218	(39)	
Hong Kong	2,877	(56)	(3)	2,818	3,081		3,081	7	
Rest of Asia-Pacific	2,985	(188)	151	2,948	3,742	(178)	3,564	25	
Middle East and North Africa	346	47	(5)	388	747	4	751	116	
North America	492	(572)	29	(51)	606	66	672	23	
Latin America	883		56	939	1,151		1,151	30	
Profit before tax	11,104	(1,363)	368	10,109	11,474	(37)	11,437	3	
By customer group and global business									

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Retail Banking and Wealth Management ¹⁶	1,352	(3)	85	1,434	3,126		3,126	131	118
Commercial Banking	3,204	(116)	99	3,187	4,189		4,189	31	31
Global Banking and Markets ¹⁶	5,452	80	183	5,715	4,811		4,811	(12)	(16)
Global Private Banking	556		5	561	552		552	(1)	(2)
Other	540	(1,324)	(4)	(788)	(1,204)	(37)	(1,241)		(57)
Profit before tax	11,104	(1,363)	368	10,109	11,474	(37)	11,437	3	13

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HSBC HOLDINGS PLC

Interim Management Report (continued)*Reconciliation of reported and underlying profit before tax (continued)*

	Half-year to 30 June 2011 (1H11) compared with half-year to 31 December 2010 (2H10)								
	2H10	2H10		at 1H11	1H11	1H11	1H11	Re-	Under-
	as	adjust-	Currency	exchange	as	adjust-	under-	ported	lying
	reported	ments ⁹	translation ¹⁰	rates ¹⁷	reported	ments ⁹	lying	change ¹²	change ¹²
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	%	%
HSBC									
Net interest income	19,684	1	424	20,109	20,235		20,235	3	1
Net fee income	8,837		195	9,032	8,807		8,807		(2)
Changes in fair value ¹³	(1,137)	1,137			(143)	143		87	
Other income ¹⁴	5,312	(334)	123	5,101	6,795	(180)	6,615	28	30
Net operating income ¹⁵	32,696	804	742	34,242	35,694	(37)	35,657	9	4
Loan impairment charges and other credit risk provisions	(6,516)		(116)	(6,632)	(5,266)		(5,266)	19	21
Net operating income	26,180	804	626	27,610	30,428	(37)	30,391	16	10
Operating expenses	(19,577)		(471)	(20,048)	(20,510)		(20,510)	(5)	(2)
Operating profit	6,603	804	155	7,562	9,918	(37)	9,881	50	31
Share of profit in associates and joint ventures	1,330	(1)	27	1,356	1,556		1,556	17	15
Profit before tax	7,933	803	182	8,918	11,474	(37)	11,437	45	28
By geographical region									
Europe	781	518	52	1,351	2,147	71	2,218	175	64
Hong Kong	2,815	(74)	(5)	2,736	3,081		3,081	9	13
Rest of Asia-Pacific	2,917	1	83	3,001	3,742	(178)	3,564	28	19
Middle East and North Africa	546	(5)	(4)	537	747	4	751	37	40
North America	(38)	363	19	344	606	66	672		95
Latin America	912		37	949	1,151		1,151	26	21
Profit before tax	7,933	803	182	8,918	11,474	(37)	11,437	45	28

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By customer group and global business

Retail Banking and Wealth Management ¹⁶	2,487		51	2,538	3,126		3,126	26	23
Commercial Banking	2,886	(3)	54	2,937	4,189		4,189	45	43
Global Banking and Markets ¹⁶	3,763	(331)	65	3,497	4,811		4,811	28	38
Global Private Banking	498		3	501	552		552	11	10
Other	(1,701)	1,137	9	(555)	(1,204)	(37)	(1,241)	29	(124)
Profit before tax	7,933	803	182	8,918	11,474	(37)	11,437	45	28

For footnotes, see page 81.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Consolidated income statement***Summary income statement*

	30 June	Half-year to 30 June	31 December
	2011	2010	2010
	US\$m	US\$m	US\$m
Net interest income	20,235	19,757	19,684
Net fee income	8,807	8,518	8,837
Net trading income	4,812	3,552	3,658
Net income/(expense) from financial instruments designated at fair value	(100)	1,085	135
Gains less losses from financial investments	485	557	411
Gains arising from dilution of interests in associates	181	188	
Dividend income	87	59	53
Net earned insurance premiums	6,700	5,666	5,480
Other operating income	1,104	1,290	1,084
Total operating income	42,311	40,672	39,342
Net insurance claims incurred and movement in liabilities to policyholders	(6,617)	(5,121)	(6,646)
Net operating income before loan impairment charges and other credit risk provisions	35,694	35,551	32,696
Loan impairment charges and other credit risk provisions	(5,266)	(7,523)	(6,516)
Net operating income	30,428	28,028	26,180
Total operating expenses	(20,510)	(18,111)	(19,577)
Operating profit	9,918	9,917	6,603
Share of profit in associates and joint ventures	1,556	1,187	1,330
Profit before tax	11,474	11,104	7,933
Tax expense	(1,712)	(3,856)	(990)
Profit for the period	9,762	7,248	6,943

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Profit attributable to shareholders of the parent company	9,215	6,763	6,396
Profit attributable to non-controlling interests	547	485	547
Average foreign exchange translation rates to US\$:			
US\$1: £	0.619	0.656	0.639
US\$1:	0.714	0.755	0.755

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HSBC HOLDINGS PLC

Interim Management Report (continued)

Reported profit before tax of US\$11.5bn in the first half of 2011 was 3% higher than in the first half of 2010, 13% on an underlying basis, with a continued reduction in loan impairment charges more than offsetting higher operating costs. The difference between reported and underlying results is explained on page 10. Except where otherwise stated, the commentaries in the Financial Summary are on an underlying basis.

Net operating income before loan impairment charges and other credit risk provisions (revenue) was marginally higher than in the first half of 2010. Revenue rose across Hong Kong, Rest of Asia-Pacific and Latin America supported by strong lending growth, notably in Commercial Banking (CMB) and Global Banking and Markets (GB&M), and increasing trade and transaction volumes. This was coupled with growth in investment and insurance income in Retail Banking and Wealth Management (RBWM) as markets improved. We also recorded sustained growth in our mortgage portfolios, notably in the UK and Hong Kong. Offsetting these factors were the ongoing decrease in balances in North America in the Cards and run-off portfolios. Performance in GB&M was affected by lower revenues in legacy Credit, and in Balance Sheet Management.

Loan impairment charges and other credit risk provisions were US\$2.4bn or 32% lower than in the first half of 2010 and the lowest reported since the first half of 2006, reflecting the benefits of our exit strategies for higher risk portfolios, ongoing risk management, a sustained trend towards higher quality, more secure lending and a general improvement in credit quality. This was most notable in North America in HSBC Finance as we continued the managed run-off of our sub-prime mortgage portfolio and the loss experience on credit card portfolios improved.

Operating expenses of US\$20.5bn were 10% higher than in the first half of 2010, reflecting increased headcount, wage inflation in key markets and ongoing investment in strategic projects in GB&M and in the branch network, as well as a number of notable items. These included an increase of US\$477m in restructuring costs which were incurred as a result of actions taken following the review of our businesses announced on the Strategy Day and the ongoing review of our cost base. In addition, operating expenses included provisions relating to customer redress programmes of US\$61m, including a provision in respect of the adverse judgement in the Judicial Review relating to sales of payment protection insurance (PPI) in the UK. This was offset by a credit of US\$587m resulting from a change in the inflation measure used to calculate the defined benefit obligation of the HSBC Bank (UK) Pension Scheme defined benefit plan for deferred pensions (for further details see Note 5 on page 183). As a result of the increasing costs, our cost efficiency ratio for the first half of 2011 was 57.5%, higher than in the first half of 2010 and outside our target range. Significantly, however, it improved compared with both the second half of 2010 and the first quarter of 2011.

Reported profit after tax was US\$2.5bn or 35% higher than in the first half of 2010, reflecting the increase in profit before tax and a lower tax charge in the first half of 2011. The latter included the benefit of deferred tax now eligible to be recognised in respect of foreign tax credits, partly offset by a current period tax charge in respect of prior periods. The tax charge in the first half of 2010 was exceptionally high as it included US\$1.6bn attributable to a taxable gain arising from an internal reorganisation within our North American operations.

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Interim Management Report (continued)**Group performance by income and expense item****Net interest income**

	30 June	Half-year to 30 June	31 December
	2011 US\$m	2010 US\$m	2010 US\$m
Interest income	31,046	28,686	29,659
Interest expense	(10,811)	(8,929)	(9,975)
Net interest income ¹⁸ (US\$m)	20,235	19,757	19,684
Average interest-earning assets (US\$m)	1,607,626	1,431,458	1,512,462
Gross interest yield ¹⁹ (%)	3.89	4.04	3.89
Net interest spread ²⁰ (%)	2.37	2.68	2.43
Net interest margin ²¹ (%)	2.54	2.78	2.58

For footnotes, see page 81.

Net interest income increased by 2% compared with the first half of 2010. On an underlying basis, net interest income was broadly in line with the first half of 2010, as significant balance growth was offset by continuing pressure on spreads.

Average loans and advances to customers grew strongly in the first half of 2011, particularly in commercial lending in CMB and GB&M Group-wide and mortgages in the UK and Hong Kong. The benefit to interest income from higher balances was partly offset by the effect of declining yields on lending, as we continued to reposition the customer loan portfolio towards higher quality assets and reduce our exposure to higher yielding unsecured personal lending, coupled with intensive competition in certain markets.

The average balance of loans and advances to banks and financial investments also rose due to higher placements with central and commercial banks and this, together with rising yields in Asia, led to an increase in interest income. This was partly offset by Balance Sheet Management, where revenues continued to fall as higher-yielding positions matured and the opportunity to maintain yields on reinvestment was limited by the prevailing low interest rate environment, notably in Europe.

The increase in interest income was offset by higher interest expense on customer accounts and debt issued by the Group. Average customer account balances grew significantly, notably in Hong Kong and Rest of Asia-Pacific, reflecting the growth in

customer numbers and the success of deposit campaigns. The cost of funds across the Group also rose, driven by base rate increases and higher rates paid to customers in competitive markets.

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The interest expense on debt issued by the Group also rose, reflecting a general rise in credit spreads in the financial sector which led to an increase in the cost of funds for new issuances in most regions during the second half of 2010 and the first half of 2011.

Net interest income includes the expense of internally funding trading assets, while related revenue is reported in Net trading income . The cost of funding these assets rose as a result of growth in average trading assets. In reporting our customer group and global business results, this cost is included within Net trading income .

The net interest spread decreased due to lower yields on loans and advances to customers as we continued to target higher quality assets, and the rising cost of funds relating to customer accounts and debt issued by the Group. Our net interest margin fell by a lesser amount due to the benefit from net free funds. The increase in net free funds was partly attributable to a rise in funding in line with the growth in trading assets. In addition, customers held more funds in liquid non-interest bearing current accounts in the low interest rate environment. The rise in the Group's cost of funds also contributed to the benefit from net free funds.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Net fee income**

	30 June	Half-year to 30 June	31 December
	2011	2010	2010
	US\$m	US\$m	US\$m
Cards	1,977	1,900	1,901
Account services	1,846	1,821	1,811
Funds under management	1,414	1,181	1,330
Broking income	933	766	1,023
Credit facilities	849	827	808
Imports/exports	552	466	525
Insurance	545	578	569
Global custody	391	439	261
Unit trusts	374	267	293
Remittances	371	329	351
Underwriting	332	264	359
Corporate finance	235	248	192
Trust income	148	141	150
Mortgage servicing	56	60	58
Taxpayer Financial Services	1	91	(18)
Maintenance income on operating leases		53	46
Other	920	974	1,053
Fee income	10,944	10,405	10,712
Less: fee expense	(2,137)	(1,887)	(1,875)
Net fee income	8,807	8,518	8,837

Reported net fee income rose by 3.4% to US\$8.8bn, and was in line on an underlying basis.

Fee income from wealth management products increased considerably within Asia and Europe, due to higher transaction volumes. This was particularly so for unit trusts in Hong Kong and funds under management in Europe, where growth was driven by stronger investment performance due to improved market conditions.

Trade-related fee income increased, notably in Hong Kong and the Rest of Asia-Pacific region due to higher trade and transaction volumes.

Net fee income related to cards increased in the first half of 2011, notably in the UK and in Hong Kong due to higher transaction volumes which were driven by increased retail spending and customer promotions. This was partly offset in North America,

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where reduced late and overlimit fees reflected lower delinquency and an increased willingness by customers to pay down their credit card debt, combined with the effects of lower balances and changes to charging practices under the Credit Card Accountability, Responsibility and Disclosure Act (CARD Act).

Underwriting fees increased in GB&M as we increased our market share of global bond issuance volumes in the first half of 2011.

The negligible income from Taxpayer Financial Services in the US resulted from the decision to exit the business.

Fee expenses increased, notably in GB&M, which benefited from higher recoveries from the securities investment conduits in the first half of 2010.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Net trading income**

	30 June	Half-year to 30 June	31 December
	2011	2010	2010
	US\$m	US\$m	US\$m
Trading activities	3,615	3,419	2,289
Net interest income on trading activities	1,581	1,242	1,288
Gain/(loss) on termination of hedges	5	(3)	3
Other trading income – hedge ineffectiveness:			
on cash flow hedges	2	(24)	15
on fair value hedges	(77)	17	21
Non-qualifying hedges	(314)	(1,099)	42
Net trading income ^{22,23}	4,812	3,552	3,658

For footnotes, see page 81.

Reported net trading income was US\$4.8bn, 35% higher than in the first half of 2010. On an underlying basis, it rose by 23%.

This increase was driven by lower adverse fair value movements on non-qualifying hedges compared with the first half of 2010. These instruments are derivatives entered into as part of a documented interest rate management strategy for which hedge accounting was not, or could not be, applied. They are principally cross-currency and interest rate swaps used to economically hedge fixed rate debt issued by HSBC Holdings and floating rate debt issued by HSBC Finance Corporation (HSBC Finance). Long-term US interest rates declined during the first half of 2011 but to a lesser extent than in the corresponding period in 2010, and the decrease relative to sterling and euro rates was also less pronounced, benefiting net trading income in North America and Europe. The size and direction of the changes in fair value of non-qualifying hedges that are recognised in the income statement can be volatile from period to period, but do not alter the cash flows expected as part of the documented interest rate management strategy for both the instruments and the underlying economically hedged assets and liabilities.

Net interest income earned on trading activities increased by 21%, attributable to a rise in holdings of government and government agency debt securities. The cost of internally funding these assets also

increased, but this interest expense is reported under Net interest income and excluded from net trading income.

In GB&M, net income from trading activities declined, mainly driven by Rates, largely due to lower favourable fair value movements on structured liabilities as credit spreads widened to a lesser extent than in the first half of 2010. The decline was partly offset by higher revenues as customer demand for structured products increased.

This was partly offset by a rise in Equities revenues as improved competitive positioning helped capture increasing client flows, particularly during the global rally in the first quarter of 2011.

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In addition, net trading income included favourable foreign exchange movements on trading assets held as economic hedges of foreign currency debt designated at fair value. These offset adverse foreign exchange movements on the foreign currency debt which are reported in Net income from financial instruments designated at fair value .

The decline in GB&M was offset by other movements, notably in RBWM in North America where, in the first half of 2011, provisions for mortgage loan repurchase obligations associated with loans previously sold were lower. This related mainly to mortgages originated through broker channels. We regard these mortgage loan repurchase obligations as trading assets.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Net income/(expense) from financial instruments designated at fair value**

	30 June	Half-year to 30 June	31 December
	2011	2010	2010
	US\$m	US\$m	US\$m
Net income/(expense) arising from:			
financial assets held to meet liabilities under insurance and investment contracts	547	(229)	2,578
liabilities to customers under investment contracts	(186)	184	(1,130)
HSBC's long-term debt issued and related derivatives	(494)	1,125	(1,383)
Change in own credit spread on long-term debt ²⁴	(143)	1,074	(1,137)
Other changes in fair value ²⁵	(351)	51	(246)
other instruments designated at fair value and related derivatives	33	5	70
Net income/(expense) from financial instruments designated at fair value	(100)	1,085	135

Assets and liabilities from which net income/(expense) from financial instruments designated at fair value arose

	30 June	At 30 June	31 December
	2011	2010	2010
	US\$m	US\$m	US\$m
Financial assets designated at fair value at period-end	39,565	32,243	37,011
Financial liabilities designated at fair value at period-end	98,280	80,436	88,133
Including:			
Financial assets held to meet liabilities under:			
insurance contracts and investment contracts with DP ⁶	8,109	5,894	7,167
unit-linked insurance and other insurance and investment contracts	21,584	16,145	19,725
Long-term debt issues designated at fair value	79,574	63,692	69,906

For footnotes, see page 81.

The accounting policies for the designation of financial instruments at fair value and the treatment of the associated income and expenses are described in Notes 2i and 2b of the *Annual Report and Accounts 2010*, respectively.

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The majority of the financial liabilities designated at fair value relate to certain fixed-rate long-term debt issues whose rate profile has been changed to floating through interest rate swaps as part of a documented interest rate management strategy. The movement in fair value of these long-term debt issues includes the effect of our credit spread changes and any ineffectiveness in the economic relationship between the related swaps and own debt. As credit spreads widen or narrow, accounting profits or losses, respectively, are booked. The size and direction of the changes in the credit spread on our debt and ineffectiveness, which are recognised in the income statement, can be volatile from period to period, but do not alter the cash flows envisaged as part of the documented interest rate management strategy. As a consequence, fair value movements arising from changes in our own credit spread on long-term debt and other fair value movements on the debt and related derivatives are not regarded internally as part of managed performance and are therefore not allocated to

customer groups or global businesses, but are reported in Other . Credit spread movements on own debt are excluded from underlying results, and related fair value movements are not included in the calculation of regulatory capital.

We reported a net expense from financial instruments designated at fair value of US\$0.1bn in the first half of 2011 compared with net income of US\$1.1bn in the first half of 2010. On an underlying basis, the equivalent figures were income of US\$43m and an expense of US\$5m, respectively. The difference between the reported and underlying results arose from the exclusion from the latter of the credit spread-related movements in the fair value of our own long-term debt, on which we reported adverse fair value movements of US\$143m in the first half of 2011 and favourable movements of US\$1.1bn in the first half of 2010. The adverse fair value movements during the first half of 2011 were driven by the tightening of credit spreads in Europe and North America, compared with widening credit spreads in the first half of 2010.

Net income arising from financial assets held to meet liabilities under insurance and investment contracts reflected investment gains in the period as equity markets improved, compared with losses in the first half of 2010. This predominantly affected

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the value of assets held to support unit-linked insurance and investment contracts in the UK and Hong Kong and participating contracts in France, while gains in Brazil were higher than in the comparable period in 2010.

The investment gains arising from the improved equity markets resulted in a corresponding increase in liabilities to customers, reflecting the extent to which unit-linked policyholders, in particular, participate in the investment performance of the associated asset portfolio. Where the gains relate to assets held to back investment contracts, the corresponding increase in liabilities to customers is also recorded under Net income from financial

instruments designated at fair value. This is in contrast to gains related to assets held to back insurance contracts or investment contracts with discretionary participation features (DPF), where the corresponding increase in liabilities to customers is recorded under Net insurance claims incurred and movement in liabilities to policyholders.

Net income from financial instruments designated at fair value also included adverse foreign exchange movements on foreign currency debt designated at fair value, issued as part of our overall funding strategy, with an offset from trading assets held as economic hedges reported in Net trading income.

Gains less losses from financial investments

	30 June	Half-year to 30 June	31 December
	2011	2010	2010
	US\$m	US\$m	US\$m
Net gains/(losses) from disposal of:			
debt securities	306	382	182
equity securities	213	223	293
other financial investments	(3)	(8)	1
	516	597	476
Impairment of available-for-sale equity securities	(31)	(40)	(65)
Gains less losses from financial investments	485	557	411

Net gains from financial investments decreased by 13% and 5% on a reported and an underlying basis, respectively, the latter excluding an accounting gain from the reclassification of Bao Viet as an associate following the purchase of additional shares in the first half of 2010.

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The decline was driven by lower net gains on the disposal of debt securities, including available-for-sale government debt securities and mortgage-backed

securities, mostly due to the high level of realised gains in Hong Kong and Rest of Asia-Pacific in the first half of 2010.

The decrease was partly offset by an increase in net gains on the disposal of available-for-sale equity investments, and a lower level of impairments on available-for-sale investments reflecting a general improvement in the economic environment.

Net earned insurance premiums

	30 June	Half-year to 30 June	31 December
	2011	2010	2010
	US\$m	US\$m	US\$m
Gross insurance premium income	6,928	5,902	5,707
Reinsurance premiums	(228)	(236)	(227)
Net earned insurance premiums	6,700	5,666	5,480

Net earned insurance premiums increased by 18% and 14% on a reported and an underlying basis, respectively. This was primarily attributable to the continued growth of the life insurance business, particularly in Hong Kong.

In Hong Kong, sales of unit-linked and deferred annuity products rose. This resulted from increased demand for insurance products, together with higher levels of renewals from a larger in-force book of

business. Sales were also higher in Rest of Asia-Pacific, particularly in Singapore and Malaysia, driven by successful sales initiatives and increased demand for insurance products as economic conditions in the region continued to improve.

Investment products with DPF continued to generate strong net earned premium income in France, driven by successful targeted sales campaigns. Life insurance premiums in the UK were

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also higher, due to increased sales of a unit-linked product driven by our enhanced distribution capabilities.

In Latin America, net earned premium growth was strong, particularly for credit-related, term life and unit-linked products in Brazil, reflecting the improved economic environment and an increase in

the salesforce. In Argentina, repricing initiatives drove higher premiums on the motor book.

The above growth was partly offset by a reduction in premiums resulting from the non-renewal and transfer to third parties of certain contracts in our Irish business, and the run-off of the legacy motor book in the UK.

Other operating income

	30 June	Half-year to 30 June	31 December
	2011	2010	2010
	US\$m	US\$m	US\$m
Rent received	75	297	238
Losses recognised on assets held for sale	(4)	(100)	(163)
Valuation gains/(losses) on investment properties	38	(8)	101
Gain on disposal of property, plant and equipment, intangible assets and non-financial investments	27	274	427
Gains arising from dilution of interests in associates	181	188	
Change in present value of in-force long-term insurance business	658	325	380
Other	310	502	101
Other operating income	1,285	1,478	1,084

Reported other operating income of US\$1.3bn decreased by 13% in the first half of 2011. Income in the period included a gain of US\$181m arising from a further dilution of our holding in Ping An following its issue of share capital to a third party. Income in the first half of 2010 also included a gain of US\$188m following a dilution of our holding in Ping An, a gain of US\$107m from the sale of HSBC Insurance Brokers, a gain of US\$66m from the disposal of our interest in the Wells Fargo HSBC Trade Bank and a write-down of US\$47m resulting from an agreement to sell our shareholding in British Arab Commercial Bank plc. The first half of 2010 also included rent received as a component of the operating result of Eversholt Rail Group which was sold in December 2010.

On an underlying basis, excluding these items, other operating income increased by 13% as the non-recurrence of gains of US\$194m and US\$56m

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recognised in 2010 on the sale and leaseback of our Paris and New York headquarters, respectively, was more than offset by favourable movements in the present value of in-force (PVIF) long-term insurance business. The calculation of the PVIF asset was refined during the period to bring greater comparability and consistency across our insurance operations, which led to a gain of US\$243m (see footnote 27 on page 81). Higher sales of life insurance products, notably in Hong Kong, also contributed to the increase in the PVIF asset.

Net losses recognised on assets held for sale declined as a US\$77m loss recognised on the sale of the US vehicle finance servicing operations and associated US\$1.0bn loan portfolio in the first half of 2010 did not recur. In addition, the first half of 2011 included gains on the sale of buildings including the sale and leaseback of branches in Mexico.

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Interim Management Report (continued)**Net insurance claims incurred and movement in liabilities to policyholders**

	30 June	Half-year to 30 June	31 December
	2011	2010	2010
	US\$m	US\$m	US\$m
Insurance claims incurred and movement in liabilities to policyholders:			
gross	6,761	5,281	6,688
reinsurers share	(144)	(160)	(42)
net	6,617	5,121	6,646

For footnote, see page 81.

Net insurance claims incurred and movement in liabilities to policyholders increased by 29% on a reported basis and by 26% on an underlying basis.

Additional reserves were established for new business written, driven by premium growth in Hong Kong, Rest of Asia-Pacific, Latin America and Europe, reflecting sales campaigns and improved market conditions.

Further increases in the movement in liabilities to policyholders resulted from gains on the fair value of the assets held to support policyholder funds as equity markets improved, particularly on unit-linked contracts in the UK and Hong Kong and on investment contracts with DPF in France, compared with losses in the first half of 2010. Gains on the fair

value of the assets held to support unit-linked contracts in Brazil increased compared with the equivalent period in 2010.

The gains or losses experienced on the financial assets designated at fair value held to support insurance contract liabilities and investment contracts with DPF are reported in Net income from financial instruments designated at fair value .

The non-renewal and transfer to third parties of certain contracts in the Irish business and the run-off of the legacy motor book in the UK resulted in a decrease in net insurance claims incurred and movement in liabilities to policyholders, partly offsetting the above.

Loan impairment charges and other credit risk provisions

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	30 June	Half-year to 30 June	31 December
	2011	2010	2010
	US\$m	US\$m	US\$m
Loan impairment charges			
New allowances net of allowance releases	5,703	7,687	6,881
Recoveries of amounts previously written off	(730)	(453)	(567)
	4,973	7,234	6,314
Individually assessed allowances	638	1,069	1,556
Collectively assessed allowances	4,335	6,165	4,758
Impairment of available-for-sale debt securities	308	282	190
Other credit risk provisions/(recoveries)	(15)	7	12
Loan impairment charges and other credit risk provisions	5,266	7,523	6,516
	%	%	%
as a percentage of net operating income excluding the effect of fair value movements in respect of credit spread on own debt and before loan impairment charges and other credit risk provisions	14.7	21.8	19.3
Impairment charges on loans and advances to customers as a percentage of gross average loans and advances to customers (annualised)	1.0	1.7	1.4
	US\$m	US\$m	US\$m
Customer impaired loans	25,982	27,887	28,091
Customer loan impairment allowances	18,732	22,033	20,083

On a reported basis loan impairment charges and other credit risk provisions decreased from US\$7.5bn to US\$5.3bn, a decline of 30% compared with the first half of 2010 and 32% on an underlying

basis. Within this, collectively assessed allowances and individually assessed impairment allowances fell by 31% and 43%, respectively.

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Interim Management Report (continued)

At 30 June 2011, the aggregate balance of customer loan impairment allowances was US\$18.7bn. This represented 2% of gross loans and advances to customers (net of reverse repos and settlement accounts) compared with 3% at 30 June 2010.

The improvement in loan impairment charges and other credit risk provisions was seen across all regions. The most significant diminution in loan impairment charges was in RBWM in North America due to the continued decline in the run-off portfolios and the ongoing reduction of outstanding credit card debt by customers in the Card and Retail Services business, as well as a general improvement in credit quality. In addition, credit quality also improved for our RBWM business in Europe, reflecting the continued shift from unsecured to secured lending. Loan impairment charges and other credit risk provisions in GB&M and CMB also declined.

Impairments on available-for-sale debt securities were broadly in line with the first half of 2010.

In North America, loan impairment charges and other credit risk provisions fell by 33% to US\$3bn, representing 62% of the Group's reduction in loan impairment charges and other credit risk provisions compared with the first half of 2010.

Loan impairment charges in our Consumer Lending and Mortgage Services businesses in the US fell by 30% to US\$2.2bn, driven by lower lending balances, delinquency and write-off levels as the portfolios continued to run off. These decreases were partly offset by an incremental charge resulting from changes to economic assumptions on the pace of recovery in home prices and delays in the timing of expected cash flows as a consequence of the suspension of foreclosure activity which began in late 2010.

In Card and Retail Services, loan impairment charges fell by 47% to US\$705m. The decrease was driven by lower lending balances reflecting fewer active accounts and consumers' continued efforts to reduce their credit card debt. The easing in economic conditions, lower delinquency levels and higher recovery rates were also factors in the reduction.

In Europe, loan impairment charges and other credit risk provisions decreased by 26% to US\$1.2bn. In RBWM, loan impairment charges declined due to improved delinquency trends across both the secured and unsecured portfolios, reflecting enhanced credit risk management practices, improved collections and the effects of the low interest rate environment in the UK. In CMB, loan

impairment charges and other credit risk provisions fell by US\$69m, driven by lower customer-specific impairments.

In Europe we recorded an impairment of US\$105m in the first half of 2011 in respect of available-for-sale Greek sovereign debt. Further information on our exposures to countries in the eurozone, is provided in 'Areas of special interest - wholesale lending' on page 98.

In the Middle East and North Africa, loan impairment charges and other credit risk provisions declined by 77% to US\$99m, primarily in our GB&M business, due to the non-recurrence of impairment charges against a small number of large corporate customers in the United Arab Emirates (UAE) in the first half of 2010. In our RBWM business, loan impairment charges also reduced, by 59% to US\$58m, due to lower lending balances and a significant improvement in delinquency rates driven by the repositioning of the loan book, higher quality lending and strengthened collections practices.

Loan impairment charges and other credit risk provisions in Latin America decreased by 8% to US\$820m, primarily in RBWM. This was mainly in the credit card portfolios in Mexico due to the managed decline of riskier portfolios and lower delinquency rates as a result of tightened underwriting criteria, better collections practices and improved credit conditions. In our CMB portfolios, loan impairment charges and other credit risk provisions declined by 3% to US\$180m, principally as improved economic conditions resulted in lower specific impairment charges against commercial real estate exposures in Mexico.

In the Rest of Asia-Pacific region, loan impairment charges decreased by 36%, notably in RBWM as certain unsecured lending portfolios continued to be managed down in India. This reduction was partly offset by the non-recurrence of impairment releases in GB&M that occurred

in the first half of 2010.

In Hong Kong, loan impairment charges and other credit risk provisions fell by 60% to US\$25m, primarily from the non-recurrence of a specific impairment charge in GB&M along with higher recoveries and a reduction in the level of collective loan impairment allowances in the first half of 2011. Despite the low level of impairment charges in the region, we remained vigilant on maintaining underwriting standards and continued to focus on maintaining high levels of asset quality.

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Interim Management Report (continued)**Operating expenses**

	30 June	Half-year to 30 June	31 December
	2011	2010	2010
	US\$m	US\$m	US\$m
By expense category			
Employee compensation and benefits	10,521	9,806	10,030
Premises and equipment (excluding depreciation and impairment)	2,196	2,089	2,259
General and administrative expenses	6,223	4,925	5,883
Administrative expenses	18,940	16,820	18,172
Depreciation and impairment of property, plant and equipment	805	834	879
Amortisation and impairment of intangible assets	765	457	526
Operating expenses	20,510	18,111	19,577

	30 June	At 30 June	31 December
	2011	2010	2010
Staff numbers (full-time equivalent)			
Europe	76,879	73,431	75,698
Hong Kong	30,214	28,397	29,171
Rest of Asia-Pacific	91,924	88,605	91,607
Middle East and North Africa	8,755	8,264	8,676
North America	32,605	33,988	33,865
Latin America	55,618	54,886	56,044
Staff numbers	295,995	287,571	295,061

Cost efficiency ratios

	30 June	Half-year to 30 June	31 December
	2011	2010	2010

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	%	%	%
HSBC	57.5	50.9	59.9
Geographical regions			
Europe	70.7	60.6	77.2
Hong Kong	43.2	40.2	46.4
Rest of Asia-Pacific	53.0	53.7	57.6
Middle East and North Africa	46.4	43.7	45.7
North America	55.8	44.0	54.2
Latin America	65.3	63.9	67.4
Customer groups and global businesses			
Retail Banking and Wealth Management ¹⁶	61.2	56.5	59.7
Commercial Banking	45.1	48.5	50.3
Global Banking and Markets ¹⁶	50.2	44.6	53.8
Global Private Banking	66.1	62.7	68.9

For footnote, see page 81.

Operating expenses increased by 13% to US\$20.5bn on a reported basis. On an underlying basis, they increased by 10% and 2% compared with the first and second halves of 2010, respectively. There were a number of significant items during the first half of 2011, notably US\$611m of provisions relating to customer redress programmes in the UK, including a provision of US\$455m in respect of the adverse judgement in the Judicial Review relating to sales of PPI. Litigation costs increased in the US. This was offset by a credit of US\$587m resulting from a change in the inflation measure used to calculate the defined benefit obligation in the UK for deferred

pensions. In the first half of 2010, payroll and bonus taxes in the UK and France amounting in aggregate to US\$398m (US\$367m as reported) and the US pension curtailment, which generated accounting credits of US\$148m, were recorded.

The growth in business volumes, which was primarily in Hong Kong, Rest of Asia-Pacific and Latin America and was partly driven by expansion during 2010 and the first half of 2011, was supported by a rise in staff numbers as we recruited selectively. Overall average staff numbers (expressed in full-time equivalents) grew by 3% over the comparable

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Interim Management Report (continued)

period and by 2% over the second half of 2010. Higher wages and salaries reflected the rising demand for talent in certain countries, union-agreed salary increases and an acceleration in the expense recognition for deferred bonus awards of US\$138m as employees now have a better understanding of the likely nature of their deferred awards. (See page 80).

GB&M continued to develop the operational capabilities of their Prime Services and equity market products and expanded their Rates and Foreign Exchange e-commerce platforms, which resulted in higher costs.

Marketing and advertising costs increased, primarily in support of the Group brand through the sponsorship of various activities.

In order to improve cost efficiency and organisational effectiveness we initiated a Group-wide review during the period which resulted in restructuring costs of US\$477m, primarily in the US, Latin America and Europe, which included impairments on certain software projects now deferred or cancelled.

Share of profit in associates and joint ventures

	30 June	Half-year to 30 June	31 December
	2011	2010	2010
	US\$m	US\$m	US\$m
Associates			
Bank of Communications Co., Limited	642	467	520
Ping An Insurance (Group) Company of China, Limited	469	377	471
Industrial Bank Co., Limited	199	146	181
The Saudi British Bank	171	101	60
Other	56	84	72
Share of profit in associates	1,537	1,175	1,304
Share of profit in joint ventures	19	12	26
Share of profit in associates and joint ventures	1,556	1,187	1,330

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The share of profit in associates and joint ventures was US\$1.6bn, an increase of 31% compared with the first half of 2010 on a reported basis and 27% on an underlying basis. This increase was driven by higher contributions from the mainland China associates as they capitalised on the robust economic conditions in the country.

Our share of profits from the Bank of Communications Co., Limited (Bank of

Communications) was 32% higher than in the first half of 2010 from strong loan growth, an improvement in deposit spreads as base rates increased and expanding fee-based revenue streams. Profits from Ping An also rose, driven by strong sales growth and the performance of the insurance, banking and wealth management business. Profits from Industrial Bank Co., Limited (Industrial Bank) similarly increased as a result of continued strong loan growth.

Tax expense

	30 June	Half-year to 30 June	31 December
	2011	2010	2010
	US\$m	US\$m	US\$m
Profit before tax	11,474	11,104	7,933
Tax expense	(1,712)	(3,856)	(990)
Profit after tax	9,762	7,248	6,943
Effective tax rate	14.9%	34.7%	12.5%

Our tax charge in the first half of 2011 was 55.6% lower than in the first half of 2010 on a reported basis. The lower tax charge in the first half of 2011 included the benefit of deferred tax now eligible to be recognised in respect of foreign tax credits, partly offset by a current period tax charge in respect of prior periods.

The tax charge in the first half of 2010 included US\$1.6bn attributable to a taxable gain arising from an internal reorganisation within our North American operations. The resulting reported effective tax rate for the first half of 2011 was 14.9% compared with 34.7% for the first half of 2010.

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Interim Management Report (continued)**Consolidated balance sheet***Summary consolidated balance sheet*

	At 30 June 2011 US\$m	At 30 June 2010 US\$m	At 31 December 2010 US\$m
ASSETS			
Cash and balances at central banks	68,218	71,576	57,383
Trading assets	474,950	403,800	385,052
Financial assets designated at fair value	39,565	32,243	37,011
Derivatives	260,672	288,279	260,757
Loans and advances to banks	226,043	196,296	208,271
Loans and advances to customers ²⁹	1,037,888	893,337	958,366
Financial investments	416,857	385,471	400,755
Other assets	166,794	147,452	147,094
Total assets	2,690,987	2,418,454	2,454,689
LIABILITIES AND EQUITY			
Liabilities			
Deposits by banks	125,479	127,316	110,584
Customer accounts	1,318,987	1,147,321	1,227,725
Trading liabilities	385,824	274,836	300,703
Financial liabilities designated at fair value	98,280	80,436	88,133
Derivatives	257,025	287,014	258,665
Debt securities in issue	149,803	153,600	145,401
Liabilities under insurance contracts	64,451	52,516	58,609
Other liabilities	123,601	152,092	109,954
Total liabilities	2,523,450	2,275,131	2,299,774

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Equity			
Total shareholders' equity	160,250	135,943	147,667
Non-controlling interests	7,287	7,380	7,248
Total equity	167,537	143,323	154,915
Total equity and liabilities	2,690,987	2,418,454	2,454,689
<i>Selected financial information</i>			
Called up share capital	8,909	8,755	8,843
Capital resources ^{30,31}	173,784	154,886	167,555
Undated subordinated loan capital	2,782	2,780	2,781
Preferred securities and dated subordinated loan capital ³²	53,659	48,118	54,421
Risk-weighted assets and capital ratios³⁰			
Risk-weighted assets	1,168,529	1,075,264	1,103,113
	%	%	%
Core tier 1 ratio	10.8	9.9	10.5
Tier 1 ratio	12.2	11.5	12.1
Financial statistics			
Loans and advances to customers as a percentage of customer accounts	78.7	77.9	78.1
Average total shareholders' equity to average total assets	5.7	5.5	5.5
Net asset value per ordinary share at period-end ³³ (US\$)	8.59	7.35	7.94
Number of US\$0.50 ordinary shares in issue (millions)	17,818	17,510	17,686
Closing foreign exchange translation rates to US\$:			
US\$1: £	0.625	0.667	0.644
US\$1:	0.690	0.815	0.748

For footnotes, see page 81.

A more detailed consolidated balance sheet is contained in the Financial Statements on page 173.

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Interim Management Report (continued)

Movement from 31 December 2010 to 30 June 2011

Total reported assets were US\$2.7 trillion, 10% higher than at 31 December 2010. Underlying assets, excluding the effect of currency movements, increased by 7%. Strong deposit gathering activities across all regions led to significant growth in customer accounts, which enabled us to support our customers' borrowing requirements. Growth in trading assets reflected an improvement in trading activity in the first half of 2011 and an increase in our share of global bond issuances for clients. We remain well capitalised and strongly liquid.

The following commentary is on an underlying basis, compared with the balance sheet at 31 December 2010.

Assets

Cash and balances at central banks rose by 16% due to higher overnight balances with central banks in North America and Asia. This was partly offset by lower residual cash from daily operations placed with central banks in Europe.

Trading assets grew by 20%. Holdings of debt securities, including government and government agency debt securities, increased, reflecting both our role as primary market maker and customer demand. Settlement account balances, which vary considerably in proportion to the level of trading activity, also grew significantly. Higher reverse repo balances were attributable to an increase in client trading and the development of repo products across the regions.

Financial assets designated at fair value were broadly in line with 31 December 2010 levels.

Derivative assets fell by 4%, largely driven by a reduction in the fair value of interest rate contracts in Europe as the euro yield curve moved upwards, coupled with higher netting as we increased our trading through clearing houses. This was partly offset by an increase in the fair value of foreign exchange contracts due to higher levels of client demand.

Loans and advances to banks increased by 5% due to a rise in term placements with commercial and central banks, particularly in Asia.

Loans and advances to customers rose by 6% with increases in all regions except North America. This reflected targeted customer lending growth in CMB and GB&M, mainly in Europe, Hong Kong and Rest of Asia-Pacific, as the economic environment improved and trade flows rose. Mortgage balances increased in Hong Kong and the

UK as we continued to reposition RBWM towards higher quality secured lending and focus on target markets. This was partly offset by the planned decline in lending balances in the run-off portfolios in North America, coupled with a reduction in credit card advances as our customers continued to pay down their credit card debt.

Financial investments rose by 2% due to purchases of government, government agency and highly rated corporate debt securities, in line with the growth in deposit balances.

Other assets increased by 13% due to a rise in items in the course of collection, reflecting increased activity within the central clearing system, notably in Hong Kong.

Liabilities

Deposits by banks increased by 9% due to a rise in funds placed with HSBC by other financial institutions including higher balances relating to our Payments and Cash Management business.

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Customer accounts were 5% higher. Strong growth was seen across most customer groups and regions, reflecting an increase in customer numbers and the success of promotional deposit campaigns. Repo balances also rose in Europe, driven by higher customer activity.

Trading liabilities grew by 24% due to an increase in settlement account balances which vary in proportion to the volume of trading activity. Repo balances increased to finance a rise in long inventory and client-driven trading positions. Short bond positions also rose, in line with the growth in the Rates portfolio.

Financial liabilities designated at fair value rose by 9% due to debt issuances by HSBC entities in Europe in the first half of 2011. This was partly offset by debt maturities that were not replaced in North America due to lower funding requirements as the consumer finance portfolios continued to decline.

Derivative businesses are managed within market risk limits and, as a consequence, the decrease in the value of *derivative liabilities* broadly matched that of derivative assets.

Debt securities in issue remained in line with 31 December 2010 levels as new issuances in Europe and Latin America were largely offset by lower funding requirements in North America in line with the reduction in lending balances.

Liabilities under insurance contracts grew by 6%, driven by higher sales and renewals of life insurance products in Hong Kong.

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HSBC HOLDINGS PLC

Interim Management Report (continued)

Other liabilities rose by 10% due to an increase in items in the course of transmission to other banks in Hong Kong, corresponding with the increase in items in the course of collection above.

Equity

Total shareholders equity increased by 6%, driven by profits generated during the period and a reduction in the negative balance of the available-for-sale reserve reflecting a rise in market prices.

Reconciliation of reported and underlying changes in assets and liabilities

	30 June 2011 compared with 31 December 2010						
	31 Dec 10		31 Dec 10		30 Jun 11		
	as	Currency	at 30 Jun 11		as	Reported	Under-
	reported	translation ³⁴	exchange	Underlying	reported	change	lying
US\$m	US\$m	US\$m	change	US\$m	%	%	
			US\$m				
HSBC							
Cash and balances at central banks	57,383	1,621	59,004	9,214	68,218	19	16
Trading assets	385,052	12,279	397,331	77,619	474,950	23	20
Financial assets designated at fair value	37,011	1,541	38,552	1,013	39,565	7	3
Derivative assets	260,757	10,881	271,638	(10,966)	260,672		(4)
Loans and advances to banks	208,271	7,330	215,601	10,442	226,043	9	5
Loans and advances to customers	958,366	24,619	982,985	54,903	1,037,888	8	6
Financial investments	400,755	6,983	407,738	9,119	416,857	4	2
Other assets	147,094	704	147,798	18,996	166,794	13	13
Total assets	2,454,689	65,958	2,520,647	170,340	2,690,987	10	7
	110,584	4,188	114,772	10,707	125,479	13	9

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Deposits by banks							
Customer accounts	1,227,725	27,220	1,254,945	64,042	1,318,987	7	5
Trading liabilities	300,703	9,627	310,330	75,494	385,824	28	24
Financial liabilities designated at fair value	88,133	2,041	90,174	8,106	98,280	12	9
Derivative liabilities	258,665	10,844	269,509	(12,484)	257,025	(1)	(5)
Debt securities in issue	145,401	3,778	149,179	624	149,803	3	
Liabilities under insurance contracts	58,609	2,377	60,986	3,465	64,451	10	6
Other liabilities	109,954	1,929	111,883	11,718	123,601	12	10
Total liabilities	2,299,774	62,004	2,361,778	161,672	2,523,450	10	7
Total shareholders' equity	147,667	3,895	151,562	8,688	160,250	9	6
Non-controlling interests	7,248	59	7,307	(20)	7,287	1	
Total equity	154,915	3,954	158,869	8,668	167,537	8	5
Total equity and liabilities	2,454,689	65,958	2,520,647	170,340	2,690,987	10	7

For footnote, see page 81.

In the first half of 2011, the effect of acquisitions and disposals was not significant.

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Interim Management Report (continued)**Economic profit/(loss)**

Our internal performance measures include economic profit/(loss), a calculation which compares the return on financial capital invested in HSBC by our shareholders with the cost of that capital. We price our cost of capital internally and the difference between that cost and the post-tax profit attributable to ordinary shareholders represents the amount of economic profit/(loss) generated. In order to concentrate on external factors rather than measurement bases, we emphasise the trend in economic profit/(loss) ahead of absolute amounts.

Our long-term cost of capital is reviewed annually and is 11% for 2011; this remains unchanged from 2010. We use the Capital Asset Pricing Model to determine our cost of capital. The following commentary is on a reported basis.

Economic profit/(loss)

The return on invested capital increased by 2.0 percentage points to 11.4%, which is broadly in line with our benchmark cost of capital. Our economic profit was US\$0.3bn, an increase of US\$1.5bn compared with a loss at 30 June 2010, due to an increase in profit attributable to shareholders. This was predominantly driven by a lower tax charge as well as an increase in reported profit before tax due to lower loan impairment charges across all regions, notably in the US, partly offset by an increase in costs.

The increase in average invested capital reflected higher retained earnings and an increase in the average foreign exchange reserves primarily due to the effect of euro and sterling rate movements on our underlying assets.

	30 June 2011		Half-year to 30 June 2010		31 December 2010	
	US\$m	% ³⁵	US\$m	% ³⁵	US\$m	% ³⁵
Average total shareholders' equity	153,312		131,198		143,712	
Adjusted by:						
Goodwill previously amortised or written off	8,123		8,123		8,123	
Property revaluation reserves	(916)		(786)		(820)	
Reserves representing unrealised losses on effective cash flow hedges	384		25		155	
Reserves representing unrealised losses on available-for-sale securities	3,699		7,590		4,298	
Preference shares and other equity instruments	(7,256)		(3,661)		(7,256)	
Average invested capital ³⁶	157,346		142,489		148,212	
Return on invested capital ³⁷	8,929	11.4	6,629	9.4	6,117	8.2
Benchmark cost of capital	(8,583)	(11.0)	(7,772)	(11.0)	(8,320)	(11.0)
Economic profit/(loss) and spread	346	0.4	(1,143)	(1.6)	(2,203)	(2.8)



For footnotes, see page 81.

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Interim Management Report (continued)**Ratios of earnings to combined fixed charges (and preference share dividends)**

	Half-year to 30 June 2011	2010	Year ended 31 December			2006
			2009	2008	2007	
Ratios of earnings to combined fixed charges and preference share dividends: ¹						
excluding interest on deposits	6.36	5.89	2.64	2.97	6.96	7.22
including interest on deposits	1.71	1.69	1.20	1.13	1.34	1.40
Ratios of earnings to combined fixed charges: ¹						
excluding interest on deposits	7.79	7.10	2.99	3.17	7.52	7.93
including interest on deposits	1.76	1.73	1.22	1.14	1.34	1.41

¹ For the purpose of calculating the ratios, earnings consist of income from continuing operations before taxation and non controlling interest plus fixed charges and after deduction of the unremitted pre-tax income of associated undertakings. Fixed charges consist of total interest expense, including or excluding interest on deposits, as appropriate, preference share dividends, as applicable, and the proportion of rental expense deemed representative of the interest factor.

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Interim Management Report (continued)**Customer accounts by country**

Europe

	At 30 June 2011	At 30 June 2010	At 31 December 2010
	US\$m	US\$m	US\$m
UK	366,134	335,493	351,522
France ⁵⁶	101,032	68,942	65,407
Germany	9,046	7,698	7,063
Malta	6,200	5,084	5,968
Switzerland	46,790	41,556	43,098
Turkey	7,583	5,888	6,602
Other	12,026	12,597	11,903
	548,811	477,258	491,563
 Hong Kong	 305,726	 274,112	 297,484
 Rest of Asia-Pacific			
Australia	18,780	12,641	16,640
India	11,732	11,269	12,143
Indonesia	5,982	5,599	5,572
Japan	5,378	4,432	5,575
Mainland China	28,481	21,893	27,007
Malaysia	16,962	13,751	15,257
Singapore	40,906	34,696	38,951
South Korea	5,278	4,258	4,303
Taiwan	11,968	10,385	12,131
Vietnam	1,543	1,358	1,255
Other	21,579	16,679	19,321
	168,589	138,319	158,155

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Middle East and North Africa

Egypt	7,103	6,666	6,881
Qatar	3,319	3,192	3,069
United Arab Emirates	18,558	16,136	16,332
Other	8,139	6,983	7,229

37,119 32,977 33,511

North America

US	104,749	97,804	103,007
Canada	47,049	42,438	45,772
Bermuda	10,835	9,196	9,707

162,633 149,438 158,486

Latin America

Argentina	4,403	3,505	3,983
Brazil	52,285	41,001	49,253
Mexico	25,326	18,160	21,295
Panama	7,535	7,083	7,429
Other	6,560	5,468	6,566

96,109 75,217 88,526

For footnote, see page 81.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Customer groups and global businesses**

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Summary

HSBC's senior management reviews operating activity on a number of bases, including by geographical region and by customer group and global business. Capital resources are allocated and performance is assessed primarily by geographical region, as presented on page 41.

In addition to utilising information by geographical region, management assesses performance through two customer groups, Retail Banking and Wealth Management (RBWM),

(formerly Personal Financial Services (PFS)) and Commercial Banking (CMB), and two global businesses, Global Banking and Markets (GB&M) and Global Private Banking (GPB). RBWM incorporates the Group's consumer finance businesses.

With effect from 1 March 2011, our Global Asset Management business was moved from GB&M to RBWM. This resulted in a reallocation between the two of US\$181m and US\$140m in profit before tax in the first and second halves of 2010, respectively, and in total assets of US\$3bn and US\$3.3bn at 30 June 2010 and 31 December 2010, respectively. All periods presented have been adjusted accordingly.

The commentaries below present customer groups and global businesses followed by geographical regions. Performance is discussed in this order because certain strategic themes, business initiatives and trends affect more than one geographical region. All commentaries are on an underlying basis (see page 10) unless stated otherwise.

Profit/(loss) before tax

30 June 2011

Half-year to
30 June 2010

31 December 2010

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	US\$m	%	US\$m	%	US\$m	%
Retail Banking and Wealth Management ¹⁶	3,126	27.3	1,352	12.1	2,487	31.4
Commercial Banking	4,189	36.5	3,204	28.9	2,886	36.4
Global Banking and Markets ¹⁶	4,811	41.9	5,452	49.1	3,763	47.4
Global Private Banking	552	4.8	556	5.0	498	6.3
Other ³⁸	(1,204)	(10.5)	540	4.9	(1,701)	(21.5)

	11,474	100.0	11,104	100.0	7,933	100.0
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Total assets³⁹

	At 30 June 2011		At 30 June 2010		At 31 December 2010	
	US\$m	%	US\$m	%	US\$m	%
Retail Banking and Wealth Management ¹⁶	557,952	20.7	510,092	21.1	530,970	21.6
Commercial Banking	336,094	12.5	264,077	10.9	296,797	12.1
Global Banking and Markets ¹⁶	1,942,835	72.2	1,774,639	73.4	1,755,043	71.5
Global Private Banking	122,888	4.6	108,499	4.5	116,846	4.8
Other	189,912	7.0	189,153	7.8	161,458	6.6
Intra-HSBC items	(458,694)	(17.0)	(428,006)	(17.7)	(406,425)	(16.6)
	2,690,987	100.0	2,418,454	100.0	2,454,689	100.0

Risk-weighted assets⁴⁰

	At 30 June 2011		At 31 December 2010	
	US\$bn	%	US\$bn	%
Total	1,168.5	100.0	1,103.1	100.0
Retail Banking and Wealth Management	365.0	31.2	357.0	32.4
Commercial Banking	363.3	31.1	334.4	30.3
Global Banking and Markets	385.4	33.0	353.2	32.0
Global Private Banking	23.9	2.1	24.9	2.3
Other	30.9	2.6	33.6	3.0

For footnotes, see page 81.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Retail Banking and Wealth Management**

RBWM provides 85 million individual and self-employed customers with financial services in over 60 markets worldwide.

	30 Jun	Half-year to ¹⁶ 30 Jun	31 Dec
	2011	2010	2010
	US\$m	US\$m	US\$m
Net interest income	12,086	12,194	11,972
Net fee income	4,212	4,060	4,337
Other income	1,274	299	749
Net operating income⁴¹	17,572	16,553	17,058
Impairment charges ⁴²	(4,270)	(6,318)	(4,941)
Net operating income	13,302	10,235	12,117
Total operating expenses	(10,746)	(9,349)	(10,190)
Operating profit	2,556	886	1,927
Income from associates ⁴³	570	466	560
Profit before tax	3,126	1,352	2,487
RoRWA ⁴⁴	1.8%	0.8%	1.4%

Significant growth in

insurance and investments

Run-off portfolio balances reduced by

US\$4.9bn

**Best retail bank
in Hong Kong**
(The Asian Banker)

**Best foreign bank
in China**
(The Asian Banker)

Strategic direction

RBWM's aim is to provide consistent and high quality retail banking and wealth management services to our customers. We will provide retail banking services in markets where we already have scale or where scale can be built over time and we will implement standardised distribution and service models to ensure we can deliver them more efficiently. As wealth creation continues to grow in both developed and emerging markets, we will leverage our global propositions such as Premier and our bancassurance and asset management capabilities to deepen our existing customer relationships and the penetration of our wealth management services.

We focus on three strategic imperatives:

developing world class wealth management for retail customers;

leveraging global expertise in retail banking; and

portfolio management to drive superior returns.

For footnotes, see page 81.

Review of performance

As announced last year, RBWM was created with effect from 1 March 2011, bringing together the PFS, insurance and Global Asset Management businesses under a unified management structure. This will enable us to drive our strategy of streamlining our retail banking businesses and developing world class wealth management services for retail customers.

RBWM reported a profit before tax of US\$3.1bn in the first half of 2011, more than double that in the first half of 2010. This was largely attributable to a decline in loan impairment charges, particularly in the US, where delinquency trends continued to improve following the managed reduction in the run-off portfolios.

We continued to rebalance revenue and profit contribution with growth in our priority markets, offsetting declines in run-off portfolios in the US.

Revenue increased by 3%, as income rose in Hong Kong and Rest of Asia-Pacific from an increase in the sales of wealth management products. In Europe, revenue rose as a result of increased lending, notably in mortgages, and net insurance income, driven by successful targeted sales campaigns, particularly in France. Net interest income increased in Rest of Asia-Pacific and Latin America from higher volumes. Deposit spreads increased in parts of Rest of Asia-Pacific due to increases in interest rates, particularly in mainland China, India and Malaysia. This was partly offset by reductions in North America due to lower lending balances in both the run-off portfolio and in the Card and Retail Services business. In a number of markets, particularly Mexico, India and the UAE, we continued to reposition our lending portfolio to lower risk, lower yielding assets. Europe, Hong Kong and Rest of Asia-Pacific benefited from an increase in PVIF due to refinement to the calculation of the PVIF asset (see footnote 27).

Loan impairment charges fell by 34%, reflecting the managed decline of riskier portfolios, and enhanced collection processes and underwriting practices. The loan book continued to decline in the US, and some high risk portfolios in Latin America, Rest of Asia-Pacific and Middle East and North Africa were managed down.

Operating expenses increased by 10% to US\$10.7bn. The rise in costs resulted mainly from increases in front office headcount in Hong Kong, Rest of Asia-Pacific and Brazil as we

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HSBC HOLDINGS PLC

Interim Management Report (continued)

invested in these key growth markets, coupled with wage inflation in certain markets. Operating expenses included US\$589m of provisions relating to customer redress programmes in the UK, including a provision in respect of the adverse judgement in the Judicial Review relating to sales of PPI. Litigation provisions increased in the US. Operating costs also rose as we wrote off certain previously capitalised software development expenses and incurred other restructuring costs as part of our new strategic priorities. This was partly offset by a credit of US\$264m resulting from a change in the inflation measure used to calculate the defined benefit obligation in the UK for deferred pensions.

The share of profits from associates increased by 18%, mainly in Ping An due to an increase in profits driven by strong sales growth and the performance of its wealth management businesses and banking business.

Developing world class wealth management for retail customers

Our World Selection global investment offering continued to grow and total assets under management were US\$9.0bn at 30 June 2011, compared with US\$7.2bn at 31 December 2010.

Our insurance operations performed strongly in the first half of 2011, with increased net earned premiums compared with 2010. This was driven by a growing demand for life insurance products. The improved outlook for investment markets in 2011 generated increased demand for wealth products in Asia and a rise in new business sales in Hong Kong. In Latin America, increased premium income reflected an improving economic environment and investment in the sales network, notably in Brazil. The contribution from our investment in Ping An also increased, driven by growth in its life insurance business.

Global Asset Management increased management fees by 6% on the first half of 2010, most notably in Europe, Hong Kong and Latin America. Funds under management (FuM) reached a record period-end high of US\$449bn of which emerging markets FuM were US\$135bn. This represented growth in total FuM of 10% and emerging markets FuM of 14% compared with the first half of 2010. The increasing focus on our wealth management proposition generated US\$4.4bn of net inflows in the first half of 2011 compared with US\$1.3bn in 2010.

Leveraging global expertise in retail banking

We enhanced our services with a number of innovative developments, including the launch of renminbi-denominated deposits in an additional seven markets across Asia in the first half of 2011, and extended our mobile banking solution to Canada, Malaysia and Singapore.

We continued to grow mortgage lending in the UK and in Asia, particularly in Hong Kong where our volume growth in mortgages enabled us to maintain our market leadership. In Australia, Singapore and Malaysia we increased mortgage balances through targeted marketing campaigns. Customer account balances also grew in Rest of Asia-Pacific, reflecting an increase in customer numbers, and in Europe due to competitive pricing and acquisition campaigns.

Portfolio management to drive superior returns

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During the first half of 2011, we continued to reposition our operations and optimise our businesses. In line with this, in April, we announced the sale of HSBC Afore, our pension administration business in Mexico, which is expected to be completed in the third quarter of 2011. Also in April, following a strategic review of our operations in Russia, we announced our withdrawal from the retail business, and have now agreed the sale of some elements of this business.

In May 2011, we sold our Insurance Captive Management business which provided third party property and third party insurance claim administration services. This is part of our strategy to focus our insurance business on connectivity to core banking customers and wealth management product offerings.

In July, we announced the sale of our UK motor insurance portfolio and the closure of retail banking operations in Poland.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Commercial Banking**

CMB offers a full range of commercial financial services to 3.6m customers ranging from sole proprietors to publicly quoted companies in 65 countries.

	30 Jun	Half-year to 30 Jun	31 Dec
	2011	2010	2010
	US\$m	US\$m	US\$m
Net interest income	4,814	4,024	4,463
Net fee income	2,131	1,935	2,029
Other income	735	781	602
Net operating income⁴¹	7,680	6,740	7,094
Impairment charges ⁴²	(642)	(705)	(1,100)
Net operating income	7,038	6,035	5,994
Total operating expenses	(3,465)	(3,266)	(3,565)
Operating profit	3,573	2,769	2,429
Income from associates ⁴³	616	435	457
Profit before tax	4,189	3,204	2,886
RoRWA ⁴⁴	2.4%	2.2%	1.8%

Revenue growth of

12%

ahead of cost growth of 3%

on an underlying basis

Trade revenue grew

26%

compared with world GDP growth of 3%

Strong revenue growth from

the sale of GB&M products

Strategic direction

CMB aims to be the banking partner of choice for international businesses by building on our rich heritage, international capabilities and relationships to enable connectivity and support trade and capital flows around the world, thereby strengthening our leading position in international business and trade.

We focus on four strategic imperatives:

focus on faster-growing markets while connecting revenue and investment flows with developed markets;

enhance collaboration with GB&M, providing capital market access and a wider range of sophisticated risk management and liquidity products to the growing mid-market corporates;

capture growth in international small and medium-sized enterprises; and

drive efficiency gains through adopting a global operating model.

For footnotes, see page 81.

Review of performance

In the first half of 2011, CMB reported a profit before tax of US\$4.2bn, US\$1.0bn or 31% higher than in the first half of 2010. On an underlying basis, profit before tax also increased by 31%, reflecting higher lending balances and an expansion in world trade, in particular in the faster-growing markets. Income from our associate, Bank of Communications, also increased reflecting strong loan growth and wider spreads. Profit before tax grew in all regions except North America where we are investing in areas of strong international connectivity.

Customer lending balances rose from the end of 2010 by 9% to US\$268bn, primarily in Asia, Europe and Latin America, driven by the expanding trade flows and increased business activity. Demand for credit remained strong in Hong Kong, Malaysia and Brazil. Lending balances also increased in the UK by 2% to US\$69.9bn.

Credit quality improved as our exposure to higher risk portfolios was managed down and the economic environment generally improved. As a result, loan impairment charges and other credit risk provisions declined by 14%. In the first half of 2011, there was a marked decline in loan impairment charges against specific exposures in Europe while, in North America, there were notable falls in loan impairment charges.

In the first half of 2011, CMB grew customer account balances by 3% to US\$301bn, with significant growth in Asia and Latin America driven partly by new customer acquisitions.

Shift towards faster-growing markets while connecting with developed markets

Revenue increased by 12%, primarily in Latin America (specifically Brazil, Mexico and Argentina), Hong Kong and the Rest of Asia-Pacific region (specifically mainland China, India and Singapore). This was driven by lending to meet higher credit demand as a result of improved trade and business volumes, and deposit balance growth. Net fee income also increased from rising sales of trade, payments and cash management, investment and Global Markets products.

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In line with our aspiration to double our trade revenue over the medium term, we merged our Trade and Supply Chain and Receivables Finance businesses, allowing us to build on the scale of our trade business to expand our receivables

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HSBC HOLDINGS PLC

Interim Management Report (continued)

finance offerings from the existing base of 23 countries.

In the first half of 2011, our trade revenue was US\$1bn, an increase of 26% compared with the first half of 2010. Significantly, growth in our trade revenue was more than eight times that of world GDP growth, reflecting our concentration in the faster growing markets.

Our geographic presence across both mature and faster-growing markets allowed us to capitalise on the rising levels of international trade and investment flows. We achieved a significant number of mandates to provide cross-border payments and cash management solutions for our corporate customers, reinforcing the importance of our geographic network to this customer segment.

In the first half of 2011, the number of successful cross-border referrals increased by 43% compared with the first half of 2010, with a transaction value of over US\$12bn. Notably, 66% of this increase came from mainland China, demonstrating its significance to CMB.

We continued to strengthen our position as a leading international bank for renminbi product offerings through product innovation in over 50 locations on six continents. In the first half of 2011, we were the first international bank to provide commercial banking customers with a dedicated renminbi Business Card in Hong Kong, minimising their foreign exchange risk, and in Singapore we expanded our renminbi capabilities, including an e-platform for payments in the currency.

Enhance collaboration with GB&M

Our customers benefit from the diversity of products and services available from a universal bank. This includes Global Markets products provided to CMB customers with more complex requirements, as well as GPB and Premier services for our business customers' personal wealth requirements.

CMB revenue generated from the sale of Global Markets products grew strongly compared with the first half of 2010, with strong momentum in Asia and Latin America.

Capture growth in international SMEs

We are focusing our Business Banking propositions on attracting the growing number of internationally aspirant small and medium-sized enterprises (SMEs). 82% of SMEs in Hong Kong rate us as the best bank for international business and in the UK we have over 130 International Commercial Managers to support the Business Banking segment.

In the Middle East and North Africa, we pledged a second US\$100m during the period to SME customers in the UAE engaged in cross-border business and the amount has been fully utilised.

In Mexico, we launched the HSBC Business Card to facilitate working capital requirements and more effectively service the needs of our SME client base. Despite muted demand, CMB increased gross new lending to UK SMEs by 20% as we continued to support this important

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sector and assist new business start-ups. We are in line with our targets as set out in the Merlin Agreement between the major UK banks and the UK government.

Drive efficiency gains through adopting a global operating model

We continue to enhance and tailor CMB's direct banking solutions to improve our customer experience. We recognise our customers are increasingly more technologically oriented and CMB will continue to invest in and expand the transactional functionality and information services we offer. For example, in the UK, we were one of the first international financial institutions to offer a dedicated Business Mobile Banking iApp, achieving almost 70,000 downloads in the first month. For our corporate segment customers, HSBCnet for Mobile was piloted in 40 countries in the first half of 2011, with a further 25 countries due to go live by the end of 2011, subject to regulatory approvals.

Operating expenses rose by 3% to US\$3.5bn. Excluding a credit of US\$212m resulting from a change in the inflation measure used to calculate the defined benefit obligation in the UK for deferred pensions, they increased by 9% to US\$3.7bn. On the same basis, after adjusting for this credit, our cost efficiency ratio improved from 49.2% to 47.8%, reflecting a disciplined approach to managing the cost base. In the Rest of Asia-Pacific region, the cost efficiency ratio improved by 2 percentage points to 47.2% despite inflationary pressures and the addition of almost 200 new staff as we expanded our business in this strategically important market.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Global Banking and Markets**

GB&M is a global business which provides tailored financial solutions to major government, corporate and institutional clients worldwide.

	30 Jun	Half-year to ¹⁶ 30 Jun	31 Dec
	2011	2010	2010
	US\$m	US\$m	US\$m
Net interest income	3,603	3,724	3,619
Net fee income	1,730	1,879	1,785
Net trading income ⁴⁵	3,827	3,754	2,076
Other income	529	963	1,112
Net operating income⁴¹	9,689	10,320	8,592
Impairment charges ⁴²	(334)	(499)	(491)
Net operating income	9,355	9,821	8,101
Total operating expenses	(4,860)	(4,607)	(4,621)
Operating profit	4,495	5,214	3,480
Income from associates ⁴³	316	238	283
Profit before tax	4,811	5,452	3,763
RoRWA ⁴⁴	2.6%	2.9%	2.0%

**Significant contribution from
faster-growing markets with
particularly strong performances
in Latin America and Rest of Asia-Pacific**

Best Global Risk Management House	Best Domestic Equity House Hong Kong
Best Debt House: in Asia in Middle East <i>(Euromoney Awards for Excellence 2011)</i>	<i>(Asiamoney Best Bank 2011 Awards)</i>
	Best Investment Bank in Hong Kong <i>(FinanceAsia Country Awards)</i>

Strategic direction

GB&M continues to pursue its well established emerging markets-led and financing-focused strategy, with the objective of being a leading global wholesale bank. This strategy has evolved to include a greater emphasis on connectivity, leveraging the Group's extensive distribution network.

We focus on four strategic imperatives:

reinforce client coverage and client-led solutions for major government, corporate and institutional clients;

continue to defend core, enhance existing and build new capabilities in major hubs to support the delivery of an integrated suite of products and services;

enhance collaboration with other customer groups, particularly CMB, to deliver incremental revenues; and

focus on business re-engineering to ensure the efficiency of our platform.

For footnotes, see page 81.

Review of performance

GB&M reported profit before tax of US\$4.8bn, 12% lower than in the first half of 2010 as a result of the challenging trading environment, which was dominated by uncertainty around eurozone sovereign debt. On an underlying basis, profit before tax declined by 16% as a result of lower revenues in legacy Credit, and in Balance Sheet Management, coupled with the cost of continued strategic investment. These factors were partly offset by higher revenues in Global Banking, Equities and Securities Services and a significant decrease in loan impairment charges.

We continued to leverage our unique geographical franchise and global connectivity, particularly focused on South-South trade corridors, to capitalise on opportunities presented by growing international trade flows. We also focused on connecting with other areas of HSBC, notably CMB, where gross revenues from the cross-sale of GB&M products increased, and GPB through the Family Office partnership. Investment in people and infrastructure continued during the first half of 2011 to enhance our product offerings. These strategic initiatives include the development of Prime Services and equity market capabilities together with the expansion of the Rates and Foreign Exchange e-commerce platforms which remain key to supporting our customer-focused strategy over the long term through enhanced competitive positioning.

Net operating income before loan impairment charges and other credit risk provisions decreased by 9%. This was primarily due to lower income in Balance Sheet Management, reflecting the continuing effect of prevailing low interest rates and flattening yield curves. Legacy Credit was affected by lower recoveries generated from the securities investment conduits, a reduction in effective yields and lower holdings of legacy assets. Revenues in Credit were also affected by the re-emergence of uncertainty in the eurozone sovereign credit markets in the

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second quarter of 2011. Trading income from structured liabilities declined, mainly in Rates, due to lower favourable fair value movements as credit spreads widened to a lesser extent than a year ago; a gain of US\$60m compared with a reported gain of US\$255m in the first half of 2010.

Loan impairment charges and other credit risk provisions were significantly lower than both halves of 2010. Loan impairment charges were US\$70m compared with the US\$233m in the

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HSBC HOLDINGS PLC

Interim Management Report (continued)*Management view of total operating income*

	30 Jun	Half-year to ¹⁶ 30 Jun	31 Dec
	2011	2010	2010
	US\$m	US\$m	US\$m
Global Markets ⁴⁶	5,146	5,542	3,631
Credit	530	1,043	606
Rates	1,355	1,529	523
Foreign Exchange	1,517	1,513	1,239
Equities	612	479	276
Securities Services ⁴⁷	854	718	793
Asset and Structured Finance	278	260	194
Global Banking	2,670	2,288	2,333
Financing and Equity Capital Markets	1,664	1,420	1,432
Payments and Cash Management ⁴⁸	695	542	591
Other transaction services ⁴⁹	311	326	310
Balance Sheet Management	1,765	2,269	1,833
Principal Investments	175	126	193
Other ⁵⁰	(67)	95	602
Total operating income	9,689	10,320	8,592

For footnotes, see page 81.

first half of 2010, driven by a general improvement in the credit environment and the non-recurrence of significant impairment charges taken against a small number of clients in 2010. Credit risk provisions fell by US\$29m to US\$263m, despite a US\$65m charge recorded in respect of Greek sovereign debt in the first half of 2011. Asset-backed securities accounted for US\$238m of US\$263m, compared with impairments of US\$256m reported in the first half of 2010.

Operating expenses increased, reflecting continued investment in GB&M platforms to deliver revenue growth and improved process automation in light of increasing competition and changing regulatory demands. Performance costs rose due to increased amortisation charges for previous years' performance shares and accelerated expense recognition for future deferred bonus awards. Offsetting these factors was a credit of US\$111m in the first half of 2011 arising from a change in the inflation measure used to calculate the defined benefit obligation in the UK for deferred pensions. In addition, the first half of 2010 included the cost of payroll and bonus taxes in the UK and

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France on certain bonuses paid in respect of 2009. The cost efficiency ratio, at 50.2%, was 6.2 percentage points higher than in the first half of 2010 reflecting both our investment in the business and the effect of prevailing market conditions on income.

Global Markets delivered first half revenues in excess of US\$5bn for the third consecutive year in a very uncertain trading environment. The decrease compared with the first half of 2010 was mainly due to a decline in legacy Credit, as noted above. Credit revenues were also affected by the re-emergence of eurozone sovereign debt concerns in the second quarter of 2011, resulting in a decline in client activity and a general widening of credit spreads. These were partly offset by improved performance in primary markets as HSBC increased its market share of global bond issuance volumes. Revenues in Rates declined due to lower favourable fair value movements on structured liabilities, partly offset by higher customer demand for structured products. Equities revenues rose as improved competitive positioning helped capture increasing client flows, particularly during the global rally in the first quarter of 2011. Securities Services revenues increased by 14%, benefiting from balance growth in Europe, higher spreads in Asia and Latin America and increased transaction volumes.

Global Banking revenues rose by 12% as it maintained its focus on deepening key client relationships. This growth was led by continued momentum in project and export finance. Lending revenues were broadly in line, as higher income fuelled by asset growth in Asia, was offset by narrower spreads and limited demand in Europe and North America as clients in developed markets focused on refinancing existing facilities. Payments and Cash Management revenue rose by 24%, driven by Asia, with higher net interest income reflecting strong growth in deposit balances and wider spreads following interest rate rises in certain markets; fee income also benefited from growth in transaction volumes.

Revenues in Balance Sheet Management continued to reduce as higher-yielding positions matured and the opportunity for maintaining yields on reinvestment was limited by the prevailing low interest rate environment. Gains on disposal of securities in the available-for-sale portfolio also fell from the high level of realised gains primarily in Hong Kong and Rest of Asia-Pacific in the first half of 2010.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Global Private Banking**

GPB works with high net worth clients to manage and preserve their wealth while connecting them to global opportunities.

	30 Jun 2011 US\$m	Half-year to 30 Jun 2010 US\$m	31 Dec 2010 US\$m
Net interest income	729	646	699
Net fee income	731	643	656
Other income	229	254	195
Net operating income⁴¹	1,689	1,543	1,550
Impairment (charges)/ recoveries ⁴²	(22)		12
Net operating income	1,667	1,543	1,562
Total operating expenses	(1,117)	(967)	(1,068)
Operating profit	550	576	494
Income from associates ⁴³	2	(20)	4
Profit before tax	552	556	498
RoRWA ⁴⁴	4.5%	4.3%	3.9%

Client assets 7% up at

US\$416bn

US\$13bn **net new money**

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Best Private Bank in Asia

(Euromoney 2011 Private Banking Survey)

Best Private Bank

in Hong Kong

(FinanceAsia Country

Awards 2010)

Outstanding Private Bank Middle East

(Private Banker International Awards

2010)

Strategic direction

GPB serves high-net worth customers with complex and international needs. We focus on four strategic imperatives:

further expand our business in the domestic and faster-growing markets through the recruitment of front office staff and the delivery of faster-growing market products to clients in developed markets;

continue to leverage our intra-Group strengths, including referrals with CMB and RBWM and our Family Office Partnership with GB&M;

increase our managed assets, through building on our expertise in alternative investments, faster-growing markets and foreign exchange; and

continue to invest in front-office systems with strong data security, while maintaining a focus on risk management and cost control.

For footnotes, see page 81.

Review of performance

Reported profit before tax was US\$552m, marginally lower than in the first half of 2010 on both a reported and an underlying basis, as strong revenue growth, driven by increases in client assets under management and activity levels, was offset by a rise in costs and impairment charges.

Although clients remained cautious in the prevailing market environment, risk appetite showed signs of improvement. Net fee income rose as a result of higher transaction volumes and growth in average client assets under management, driven by net new money inflows and our focus on faster growing markets. Demand for lending continued to recover which, together with improved spreads, led to higher net interest income.

The increase in operating expenses was primarily driven by the strengthening of the Swiss franc (see footnote 51), which accounts for a significant proportion of our cost base, together with higher costs incurred as a result of the developing regulatory environment, the hiring of front office staff to cover faster growing markets and an acceleration in the expense recognition for deferred bonus awards. A restructuring programme started in the first half of 2011, the benefits of which are expected in future reporting periods.

Loan impairment charges and other credit risk provisions increased, due to the impairment of available-for-sale debt securities.

Client assets

	Half-year to	
	30 Jun	31 Dec
30 Jun		
2011	2010	2010
US\$bn	US\$bn	US\$bn

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At beginning of period	390	367	354
Net new money	13	7	6
Value change	1	(4)	17
Exchange/other	12	(16)	13
At end of period	416	354	390

Reported client assets, which include funds under management and cash deposits, increased due to US\$13bn of net new money inflows, together with favourable foreign exchange and market movements. Net new money continued to benefit from intra-Group referrals and strong inflows from Asia and Latin America. As a result, reported Total client assets, the equivalent to many industry definitions of assets under management which includes some non-financial assets held in client trusts, increased by 11% since 31 December 2010 to US\$556bn.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Other**

Other contains the results of certain property transactions, unallocated investment activities, centrally held investment companies, movements in fair value of own debt, HSBC's holding company and financing operations.

	30 Jun	Half-year to 30 Jun	31 Dec
	2011	2010	2010
	US\$m	US\$m	US\$m
Net interest expense	(481)	(537)	(461)
Net trading income/ (expense)	(222)	(572)	261
Net income/(expense) from financial instruments designated at fair value	(286)	1,178	(1,394)
Other income	3,017	3,163	3,022
Net operating income⁴¹	2,028	3,232	1,428
Impairment (charges)/ recoveries ⁴²	2	(1)	4
Net operating income	2,030	3,231	1,432
Total operating expenses	(3,286)	(2,759)	(3,159)
Operating profit/(loss)	(1,256)	472	(1,727)
Income from associates ⁴³	52	68	26
Profit/(loss) before tax	(1,204)	540	(1,701)

US\$1.2bn

reduction in profit before tax

due to fair value movements

on own debt

Increase in operating expenses due to restructuring costs

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in Latin America and centralisation of processes

For footnotes, see page 81.

Notes

Reported loss before tax of US\$1.2bn compared with a profit before tax of US\$540m in the first half of 2010. This included losses of US\$143m on the fair value of HSBC's own debt attributable to a narrowing in credit spreads compared with gains of US\$1.1bn in the first half of 2010. In addition, reported profits included a gain of US\$62m on the reclassification of Bao Viet as an associate in the first half of 2010 and accounting gains of US\$188m and US\$181m in the first halves of 2010 and 2011, respectively, arising from the dilution of our shareholding in Ping An following its issue of share capital to third parties. On an underlying basis, the loss before tax increased by 57% to US\$1.2bn. For a description of the main items reported under 'Other', see footnote 38.

Net interest expense substantially comprised interest expense on long-term debt issued by HSBC Holdings.

Net trading expense fell by US\$350m, primarily driven by lower adverse fair value movements on non-qualifying hedges, mainly cross-currency swaps used to economically hedge fixed rate long-term debt issued by HSBC Holdings. This was the result of a less pronounced decrease in long-term US interest rates relative to sterling and euro interest rates than in the first half of 2010.

Net expense from financial instruments designated at fair value of US\$143m compared with income of US\$112m in the first half of 2010 due to adverse fair value movements from interest and exchange rate ineffectiveness in the hedging of long-term debt designated at fair value issued by HSBC Holdings and our European and North American subsidiaries.

Other operating income reduced as gains of US\$250m recognised from the sale and leaseback of our Paris and New York headquarters did not recur.

Operating expenses increased by 18% to US\$3.3bn driven by restructuring costs in Latin America of US\$149m as we took measures to improve efficiencies and processes in order to reduce the future cost base of our operations. The increasing number of centralised operational and migrated activities also contributed to higher costs in the period. These costs were previously incurred directly by customer groups, but are now recorded in 'Other' and charged to customer groups through a recharge mechanism with income reported as 'Other operating income'.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Reconciliation of reported and underlying profit/(loss) before tax****Retail Banking and Wealth Management***30 June 2011 compared with 30 June 2010*

	Half-year to 30 June 2011 (1H11) compared with half-year to 30 June 2010 (1H10)								
	1H10	Currency			1H11	1H11	1H11	Re-	Under-
	as	translation ¹⁰	at 1H11	as	adjust-	under-	ported	lying	
	reported	1H10 adjust-ments ⁹	exchange rates ¹¹	reported	ments ⁹	lying	change ¹²	change ¹²	
US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	%	%	
Net interest income	12,194		382	12,576	12,086		12,086	(1)	(4)
Net fee income	4,060	(2)	138	4,196	4,212		4,212	4	
Other income ¹⁴	299	(3)	37	333	1,274		1,274	326	283
Net operating income¹⁵	16,553	(5)	557	17,105	17,572		17,572	6	3
Loan impairment charges and other credit risk provisions	(6,318)		(105)	(6,423)	(4,270)		(4,270)	32	34
Net operating income	10,235	(5)	452	10,682	13,302		13,302	30	25
Operating expenses	(9,349)	2	(386)	(9,733)	(10,746)		(10,746)	(15)	(10)
Operating profit	886	(3)	66	949	2,556		2,556	188	169
Share of profit in associates and joint ventures	466		19	485	570		570	22	18
Profit before tax	1,352	(3)	85	1,434	3,126		3,126	131	118

30 June 2011 compared with 31 December 2010

2H10	Half-year to 30 June 2011 (1H11) compared with half-year to 31 December 2010 (2H10)							
	2H10	Currency	2H10	1H11	1H11	1H11	Re-	Under-
	adjust-						adjust-	adjust-

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	as reported	adjustments ⁹ US\$m	translation ¹⁰ US\$m	at 1H11 exchange rates ¹⁷ US\$m	as reported	adjust- ments ⁹ US\$m	under- lying US\$m	ported change ¹² %	lying change ¹² %
Net interest income	11,972		235	12,207	12,086		12,086	1	(1)
Net fee income	4,337		88	4,425	4,212		4,212	(3)	(5)
Other income ¹⁴	749		18	767	1,274		1,274	70	66
Net operating income ¹⁵	17,058		341	17,399	17,572		17,572	3	1
Loan impairment charges and other credit risk provisions	(4,941)		(55)	(4,996)	(4,270)		(4,270)	14	15
Net operating income	12,117		286	12,403	13,302		13,302	10	7
Operating expenses	(10,190)		(249)	(10,439)	(10,746)		(10,746)	(5)	(3)
Operating profit	1,927		37	1,964	2,556		2,556	33	31
Share of profit in associates and joint ventures	560		14	574	570		570	2	(1)
Profit/(loss) before tax	2,487		51	2,538	3,126		3,126	26	23

For footnotes, see page 81.

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	US\$m			US\$m	US\$m	US\$m	US\$m	%	%
Net interest income	4,463	1	121	4,585	4,814		4,814	8	5
Net fee income	2,029		55	2,084	2,131		2,131	5	2
Other income ¹⁴	602	(3)	9	608	735		735	22	21
Net operating income ¹⁵	7,094	(2)	185	7,277	7,680		7,680	8	6
Loan impairment charges and other credit risk provisions	(1,100)		(35)	(1,135)	(642)		(642)	42	43
Net operating income	5,994	(2)	150	6,142	7,038		7,038	17	15
Operating expenses	(3,565)	(1)	(104)	(3,670)	(3,465)		(3,465)	3	6
Operating profit	2,429	(3)	46	2,472	3,573		3,573	47	45
Share of profit in associates and joint ventures	457		8	465	616		616	35	32
Profit before tax	2,886	(3)	54	2,937	4,189		4,189	45	43

For footnotes, see page 81.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Global Banking and Markets**

30 June 2011 compared with 30 June 2010

	Half-year to 30 June 2011 (1H11) compared with half-year to 30 June 2010 (1H10)								
	1H10	Currency			1H11	1H11	1H11	Re-	Under-
	as	translation ¹⁰			at 1H11	as	adjust-	ported	lying
	reported	1H10	US\$m	US\$m	exchange	reported	ments ⁹	change ¹²	change ¹²
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	%	%
Net interest income	3,724	18	159	3,901	3,603		3,603	(3)	(8)
Net fee income	1,879	(11)	59	1,927	1,730		1,730	(8)	(10)
Other income ¹⁴	4,717	(35)	189	4,871	4,356		4,356	(8)	(11)
Net operating income¹⁵	10,320	(28)	407	10,699	9,689		9,689	(6)	(9)
Loan impairment charges and other credit risk provisions	(499)		(27)	(526)	(334)		(334)	33	37
Net operating income	9,821	(28)	380	10,173	9,355		9,355	(5)	(8)
Operating expenses	(4,607)	108	(204)	(4,703)	(4,860)		(4,860)	(5)	(3)
Operating profit	5,214	80	176	5,470	4,495		4,495	(14)	(18)
Share of profit in associates and joint ventures	238		7	245	316		316	33	29
Profit before tax	5,452	80	183	5,715	4,811		4,811	(12)	(16)

30 June 2011 compared with 31 December 2010

	Half-year to 30 June 2011 (1H11) compared with half-year to 31 December 2010 (2H10)									
	2H10	Currency			2H10	1H11	1H11	1H11	Re-	Under-
	as	translation ¹⁰			at 1H11	as	adjust-	ported	lying	
	reported	adjust-	US\$m	US\$m	exchange	reported	ments ⁹	lying	change ¹²	change ¹²
	ments ⁹	US\$m	US\$m	rates ¹⁷	US\$m	US\$m	US\$m	change ¹²	change ¹²	

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	US\$m			US\$m	US\$m	US\$m	US\$m	%	%
Net interest income	3,619		83	3,702	3,603		3,603		(3)
Net fee income	1,785	1	44	1,830	1,730		1,730	(3)	(5)
Other income ¹⁴	3,188	(332)	84	2,940	4,356		4,356	37	48
Net operating income ¹⁵	8,592	(331)	211	8,472	9,689		9,689	13	14
Loan impairment charges and other credit risk provisions	(491)		(23)	(514)	(334)		(334)	32	35
Net operating income	8,101	(331)	188	7,958	9,355		9,355	15	18
Operating expenses	(4,621)		(126)	(4,747)	(4,860)		(4,860)	(5)	(2)
Operating profit	3,480	(331)	62	3,211	4,495		4,495	29	40
Share of profit in associates and joint ventures	283		3	286	316		316	12	10
Profit before tax	3,763	(331)	65	3,497	4,811		4,811	28	38

For footnotes, see page 81.

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HSBC HOLDINGS PLC

Interim Management Report (continued)*Balance sheet data significant to Global Banking and Markets¹⁶*

	Hong Kong		Rest of		North America	Latin America	Total
	Europe US\$m	US\$m	Asia-Pacific US\$m	MENA US\$m	US\$m	US\$m	US\$m
At 30 June 2011							
Trading assets ¹	299,734	29,105	17,686	1,138	106,329	13,286	467,278
Derivative assets ²	215,099	24,324	16,490	1,087	65,681	4,381	327,062
Trading liabilities	232,676	12,700	4,372	522	111,927	5,262	367,459
Derivative liabilities ²	197,486	24,447	17,225	1,075	67,225	3,835	311,293
At 30 June 2010							
Trading assets ¹	265,958	26,406	19,976	733	76,015	6,786	395,874
Derivative assets ²	227,337	18,858	17,268	827	71,490	3,268	339,048
Trading liabilities	162,471	9,838	5,131	48	81,118	4,616	263,222
Derivative liabilities ²	227,156	19,159	16,744	849	71,874	3,545	339,327
At 31 December 2010							
Trading assets ¹	232,918	32,023	18,256	958	87,120	6,459	377,734
Derivative assets ²	199,654	21,644	17,135	832	65,153	3,955	308,373
Trading liabilities	178,861	8,650	3,846	122	91,980	2,702	286,161
Derivative liabilities ²	199,751	22,622	17,121	845	66,323	3,913	310,575

1 Trading assets, financial instruments designated at fair value and financial investments held in Europe, and by GB&M in North America, include financial assets which may be repledged or resold by counterparties.

2 Derivative assets and derivative liabilities of GB&M include derivative transactions between different regions of GB&M.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Global Private Banking***30 June 2011 compared with 30 June 2010*

	Half-year to 30 June 2011 (1H11) compared with half-year to 30 June 2010 (1H10)							
	1H10	1H10		1H11	1H11	1H11	Re-	Under-
	as	Currency	at 1H11	as	adjust-	under-	ported	lying
	reported	translation ¹⁰	exchange	reported	ments ⁹	lying	change ¹²	change ¹²
US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	%	%
Net interest income	646	9	655	729		729	13	11
Net fee income	643	12	655	731		731	14	12
Other income ¹⁴	254	3	257	229		229	(10)	(11)
Net operating income¹⁵	1,543	24	1,567	1,689		1,689	9	8
Loan impairment charges and other credit risk provisions		(1)	(1)	(22)		(22)		(2,100)
Net operating income	1,543	23	1,566	1,667		1,667	8	6
Operating expenses	(967)	(18)	(985)	(1,117)		(1,117)	(16)	(13)
Operating profit	576	5	581	550		550	(5)	(5)
Share of profit in associates and joint ventures	(20)		(20)	2		2		
Profit before tax	556	5	561	552		552	(1)	(2)

30 June 2011 compared with 31 December 2010

	Half-year to 30 June 2011 (1H11) compared with half-year to 31 December 2010 (2H10)							
	2H10	2H10	2H10	1H11	1H11	1H11	Re-	Under-
	as	adjust-	Currency	as	adjust-	under-	ported	lying
	reported	ments ⁹	translation ¹⁰	at 1H11	ments ⁹	lying	change ¹²	change ¹²
US\$m	US\$m	US\$m	exchange	reported	US\$m	US\$m	US\$m	US\$m
			rates ¹⁷					

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	US\$m		US\$m	US\$m	US\$m	US\$m	%	%
Net interest income	699	6	705	729	729	729	4	3
Net fee income	656	6	662	731	731	731	11	10
Other income ¹⁴	195		195	229	229	229	17	17
Net operating income ¹⁵	1,550	12	1,562	1,689	1,689	1,689	9	8
Loan impairment (charges)/recoveries and other credit risk provisions	12		12	(22)	(22)	(22)		
Net operating income	1,562	12	1,574	1,667	1,667	1,667	7	6
Operating expenses	(1,068)	(9)	(1,077)	(1,117)	(1,117)	(1,117)	(5)	(4)
Operating profit	494	3	497	550	550	550	11	11
Share of profit in associates and joint ventures	4		4	2	2	2	(50)	(50)
Profit before tax	498	3	501	552	552	552	11	10

For footnotes, see page 81.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Other***30 June 2011 compared with 30 June 2010*

	Half-year to 30 June 2011 (1H11) compared with half-year to 30 June 2010 (1H10)								
	1H10	1H10		at 1H11	1H11	1H11	1H11	Re-	Under-
	as reported	adjust- ments ⁹	Currency translation ¹⁰	exchange rates ¹¹	as reported	adjust- ments ⁹	under- lying	ported change ¹²	lying change ¹²
US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	%	%	
Net interest expense	(537)		(4)	(541)	(481)		(481)	10	11
Net fee income	1		(3)	(2)	3		3	200	(250)
Changes in fair value ¹³	1,074	(1,074)			(143)	143			
Other income ¹⁴	2,694	(250)	31	2,475	2,649	(180)	2,467	(2)	(0)
Net operating income¹⁵	3,232	(1,324)	24	1,932	2,028	(37)	1,989	(37)	3
Loan impairment (charges)/ recoveries and other credit risk provisions	(1)			(1)	2		1		
Net operating income	3,231	(1,324)	24	1,931	2,030	(37)	1,990	(37)	3
Operating expenses	(2,759)		(31)	(2,790)	(3,286)		(3,285)	(19)	(18)
Operating profit/(loss)	472	(1,324)	(7)	(859)	(1,256)	(37)	(1,295)		(51)
Share of profit in associates and joint ventures	68		3	71	52		52	(24)	(27)
Profit/(loss) before tax	540	(1,324)	(4)	(788)	(1,204)	(37)	(1,243)		(58)

30 June 2011 compared with 31 December 2010

	Half-year to 30 June 2011 (1H11) compared with half-year to 31 December 2010 (2H10)							
	2H10	2H10	Currency	2H10	1H11	1H11	1H11	Re-

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	as reported US\$m	adjust- ments ⁹ US\$m	translation ¹⁰ US\$m	at 1H11 exchange rates ¹⁷ US\$m	as reported US\$m	adjust- ments ⁹ US\$m	under- lying US\$m	ported change ¹² %	lying change ¹² %
Net interest expense	(461)		(39)	(500)	(481)		(481)	(4)	4
Net fee income	30	(1)	2	31	3		3	(90)	(90)
Changes in fair value ¹³	(1,137)	1,137			(143)	143		87	87
Other income ¹⁴	2,996	1	70	3,067	2,649	(180)	2,469	(12)	(20)
Net operating income ¹⁵	1,428	1,137	33	2,598	2,028	(37)	1,991	42	(23)
Loan impairment (charges)/recoveries and other credit risk provisions	4		(3)	1	2		2	(50)	100
Net operating income	1,432	1,137	30	2,599	2,030	(37)	1,993	42	(23)
Operating expenses	(3,159)	1	(23)	(3,181)	(3,286)		(3,286)	4	(3)
Operating loss	(1,727)	1,138	7	(582)	(1,256)	(37)	(1,293)	(27)	(122)
Share of profit in associates and joint ventures	26	(1)	2	27	52		52	100	93
Loss before tax	(1,701)	1,137	9	(555)	(1,204)	(37)	(1,271)	(29)	129

For footnotes, see page 81.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Analysis by customer group and global business***HSBC profit/(loss) before tax and balance sheet data*

	Half-year to 30 June 2011						Total
	Retail	Global			Inter-	segment	
	Banking	Banking	Global	Other ³⁸			
	and Wealth Management	Commercial Banking	and Markets		Private Banking	elimination ⁵²	
US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	
Net interest income/(expense)	12,086	4,814	3,603	729	(481)	(516)	20,235
Net fee income	4,212	2,131	1,730	731	3		8,807
Trading income/(expense) excluding net interest income	166	280	2,830	198	(243)		3,231
Net interest income on trading activities	22	16	997	9	21	516	1,581
Net trading income/(expense) ⁴⁵	188	296	3,827	207	(222)	516	4,812
Net income/(expense) from financial instruments designated at fair value	343	55	(212)		(286)		(100)
Gains less losses from financial investments	70	2	414	(3)	2		485
Dividend income	14	8	39	4	22		87
Net earned insurance premiums	5,698	985	23		(6)		6,700
Other operating income	688	263	280	21	2,997	(2,964)	1,285
Total operating income	23,299 (5,727)	8,554 (874)	9,704 (15)	1,689	2,029 (1)	(2,964)	42,311 (6,617)

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Net insurance claims ⁵³							
Net operating income⁴¹	17,572	7,680	9,689	1,689	2,028	(2,964)	35,694
Loan impairment (charges)/recoveries and other credit risk provisions	(4,270)	(642)	(334)	(22)	2		(5,266)
Net operating income	13,302	7,038	9,355	1,667	2,030	(2,964)	30,428
Employee expenses ⁵⁴	(3,169)	(1,210)	(2,396)	(688)	(3,058)		(10,521)
Other operating expenses	(7,577)	(2,255)	(2,464)	(429)	(228)	2,964	(9,989)
Total operating expenses	(10,746)	(3,465)	(4,860)	(1,117)	(3,286)	2,964	(20,510)
Operating profit/(loss)	2,556	3,573	4,495	550	(1,256)		9,918
Share of profit in associates and joint ventures	570	616	316	2	52		1,556
Profit/(loss) before tax	3,126	4,189	4,811	552	(1,204)		11,474
	%	%	%	%	%		%
Share of HSBC's profit before tax	27.3	36.5	41.9	4.8	(10.5)		100.0
Cost efficiency ratio	61.2	45.1	50.2	66.1	162.0		57.5
<i>Balance sheet data³⁹</i>							
	US\$m	US\$m	US\$m	US\$m	US\$m		US\$m
Loans and advances to customers (net)	400,944	268,037	321,061	44,612	3,234		1,037,888
Total assets	557,952	336,094	1,942,835	122,888	189,912	(458,694)	2,690,987
Customer accounts	541,998	301,169	359,757	115,245	818		1,318,987

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HSBC HOLDINGS PLC

Interim Management Report (continued)

	Half-year to 30 June 2010						Total US\$m
	Retail		Global			Inter- segment elimination ⁵²	
	Banking and Wealth Management ¹⁶	Commercial Banking	Banking and Markets ¹⁶	Global Private Banking	Other ³⁸		
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	
Net interest income/(expense)	12,194	4,024	3,724	646	(537)	(294)	19,757
Net fee income	4,060	1,935	1,879	643	1		8,518
Trading income/(expense) excluding net interest income	(391)	222	2,866	209	(597)		2,309
Net interest income on trading activities	15	11	888	10	25	294	1,243
Net trading income/(expense) ⁴⁵	(376)	233	3,754	219	(572)	294	3,552
Net income/(expense) from financial instruments designated at fair value	(127)	26	8		1,178		1,085
Gains less losses from financial investments	1	3	507	11	35		557
Dividend income	14	5	22	3	15		59
Net earned insurance premiums	4,954	696	21		(5)		5,666
Other operating income	405	355	420	21	3,114	(2,837)	1,478
Total operating income	21,125	7,277	10,335	1,543	3,229	(2,837)	40,672
Net insurance claims ⁵³	(4,572)	(537)	(15)		3		(5,121)
Net operating income ⁴¹	16,553 (6,318)	6,740 (705)	10,320 (499)	1,543	3,232 (1)	(2,837)	35,551 (7,523)

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Loan impairment charges and other credit risk provisions

Net operating income	10,235	6,035	9,821	1,543	3,231	(2,837)	28,028
Employee expenses ⁵⁴	(2,757)	(1,063)	(2,347)	(609)	(3,030)		(9,806)
Other operating (expenses)/income	(6,592)	(2,203)	(2,260)	(358)	271	2,837	(8,305)
Total operating expenses	(9,349)	(3,266)	(4,607)	(967)	(2,759)	2,837	(18,111)
Operating profit	886	2,769	5,214	576	472		9,917
Share of profit/(loss) in associates and joint ventures	466	435	238	(20)	68		1,187
Profit before tax	1,352	3,204	5,452	556	540		11,104
	%	%	%	%	%		%
Share of HSBC's profit before tax	12.1	28.9	49.1	5.0	4.9		100.0
Cost efficiency ratio	56.5	48.5	44.6	62.7	85.4		50.9
<i>Balance sheet data</i> ³⁹							
	US\$m	US\$m	US\$m	US\$m	US\$m		US\$m
Loans and advances to customers (net)	377,478	207,763	268,495	36,590	3,011		893,337
Total assets	510,092	264,077	1,774,639	108,499	189,153	(428,006)	2,418,454
Customer accounts	488,251	263,616	290,672	104,025	757		1,147,321

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Interim Management Report (continued)*HSBC profit/(loss) before tax and balance sheet data (continued)*

	Half-year to 31 December 2010						
	Retail		Global			Inter-	Total
	Banking	Commercial Banking	Banking	Global	segment		
	and Wealth Management ¹⁶		Markets ¹⁶	Private Banking		Other ³⁸	elimination ⁵²
US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	
Net interest income/(expense)	11,972	4,463	3,619	699	(461)	(608)	19,684
Net fee income	4,337	2,029	1,785	656	30		8,837
Trading income excluding net interest income	285	205	1,460	182	239		2,371
Net interest income on trading activities	13	17	616	11	22	608	1,287
Net trading income ⁴⁵	298	222	2,076	193	261	608	3,658
Net income/(expense) from financial instruments designated at fair value	1,337	164	28		(1,394)		135
Gains less losses from financial investments	(25)	(4)	356	(17)	101		411
Dividend income	13	7	26	2	5		53
Net earned insurance premiums	4,783	683	20		(6)		5,480
Other operating income	279	230	693	17	2,891	(3,026)	1,084
Total operating income	22,994	7,794	8,603	1,550	1,427	(3,026)	39,342
Net insurance claims ⁵³	(5,936)	(700)	(11)		1		(6,646)
Net operating income ⁴¹	17,058 (4,941)	7,094 (1,100)	8,592 (491)	1,550 12	1,428 4	(3,026)	32,696 (6,516)

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Loan impairment (charges)/recoveries and other credit risk provisions

Net operating income	12,117	5,994	8,101	1,562	1,432	(3,026)	26,180
Employee expenses ⁵⁴	(3,013)	(1,090)	(2,006)	(628)	(3,293)		(10,030)
Other operating (expenses)/income	(7,177)	(2,475)	(2,615)	(440)	134	3,026	(9,547)
Total operating expenses	(10,190)	(3,565)	(4,621)	(1,068)	(3,159)	3,026	(19,577)
Operating profit/(loss)	1,927	2,429	3,480	494	(1,727)		6,603
Share of profit in associates and joint ventures	560	457	283	4	26		1,330
Profit/(loss) before tax	2,487	2,886	3,763	498	(1,701)		7,933
Share of HSBC's profit before tax	31.4	36.4	47.4	6.3	(21.5)		100.0
Cost efficiency ratio	59.7	50.3	53.8	68.9	221.2		59.9
<i>Balance sheet data</i> ³⁹							
	US\$m	US\$m	US\$m	US\$m	US\$m		US\$m
Loans and advances to customers (net)	390,963	239,286	284,497	40,665	2,955		958,366
Total assets	530,970	296,797	1,755,043	116,846	161,458	(406,425)	2,454,689
Customer accounts	525,221	286,007	308,416	107,130	951		1,227,725
<i>For footnotes, see page 81.</i>							

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Geographical regions**

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Summary	

In the analysis of profit and loss by geographical region that follows, operating income and operating expenses include intra-HSBC items of US\$1,567m (first half of 2010: US\$1,467m; second half of 2010: US\$1,658m).

Profit/(loss) before tax

	30 June 2011		Half-year to 30 June 2010		31 December 2010	
	US\$m	%	US\$m	%	US\$m	%
Europe	2,147	18.7	3,521	31.7	781	9.8
Hong Kong	3,081	26.9	2,877	25.9	2,815	35.5
Rest of Asia-Pacific	3,742	32.6	2,985	26.9	2,917	36.8
Middle East and North Africa	747	6.5	346	3.1	546	6.9
North America	606	5.3	492	4.4	(38)	(0.5)
Latin America	1,151	10.0	883	8.0	912	11.5
	11,474	100.0	11,104	100.0	7,933	100.0

*Total assets*³⁹

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	At 30 June 2011		At 30 June 2010		At 31 December 2010	
	US\$m	%	US\$m	%	US\$m	%
Europe	1,379,308	51.2	1,280,698	52.9	1,249,527	50.9
Hong Kong	474,044	17.6	410,991	17.0	429,565	17.5
Rest of Asia-Pacific	298,590	11.1	244,624	10.1	278,062	11.3
Middle East and North Africa	58,038	2.2	49,637	2.1	52,757	2.1
North America	529,386	19.7	495,408	20.5	492,487	20.1
Latin America	163,611	6.1	121,885	5.0	139,938	5.7
Intra-HSBC items	(211,990)	(7.9)	(184,789)	(7.6)	(187,647)	(7.6)
	2,690,987	100.0	2,418,454	100.0	2,454,689	100.0

*Risk-weighted assets*⁵⁵

	At 30 June 2011		At 31 December 2010	
	US\$bn	%	US\$bn	%
Total	1,168.5		1,103.1	
Europe	315.7	26.9	301.6	27.2
Hong Kong	110.8	9.5	106.9	9.7
Rest of Asia-Pacific	241.1	20.6	217.5	19.6
Middle East and North Africa	58.1	5.0	54.1	4.9
North America	335.8	28.6	330.7	29.9
Latin America	110.5	9.4	95.9	8.7

For footnotes, see page 81.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Europe**

Our principal banking operations in Europe are HSBC Bank plc in the UK, HSBC France, HSBC Bank A.S. in Turkey, HSBC Bank Malta p.l.c., HSBC Private Bank (Suisse) S.A. and HSBC Trinkaus & Burkhardt AG. Through these operations we provide a wide range of banking, treasury and financial services to personal, commercial and corporate customers across Europe.

	30 Jun	Half-year to 30 Jun	31 Dec
	2011 US\$m	2010 US\$m	2010 US\$m
Net interest income	5,566	5,802	5,448
Net fee income	3,131	3,177	3,194
Net trading income	2,007	1,604	1,259
Other income/(expense)	636	2,138	128
Net operating income⁴¹	11,340	12,721	10,029
Impairment charges ⁴²	(1,173)	(1,501)	(1,519)
Net operating income	10,167	11,220	8,510
Total operating expenses	(8,014)	(7,704)	(7,741)
Operating profit	2,153	3,516	769
Income from associates ⁴³	(6)	5	12
Profit before tax	2,147	3,521	781
Cost efficiency ratio	70.7%	60.6%	77.2%
RoRWA ⁴⁴	1.4%	2.2%	0.5%
Period-end staff numbers	76,879	73,431	75,698

Reduction in reported**loan impairment charges⁴²**

22%

Market share of new

UK mortgage lending

11%

Strong trade revenue growth

For footnotes, see page 81.

The commentary on Europe is on an underlying basis unless stated otherwise.

Economic background

The UK's economic recovery remained disappointingly lacklustre in the first half of 2011. In the first quarter, the level of real Gross Domestic Product (GDP) rose by 0.5%, having fallen by 0.5% in the previous quarter. The unemployment rate edged down to 7.7% in the three months to April as modest job shedding in the public sector, in reaction to ongoing fiscal austerity, was offset by job gains in the private sector. The level of turnover in the housing market remained subdued. The Bank of England left interest rates unchanged at 0.5% and the Asset Purchase Facility remained steady at £200bn. CPI inflation was well above the Bank of England's 2% target throughout the period, reaching 4.5% in May, partly from the rise in VAT at the start of the year, and increases in commodity prices.

The eurozone recovery continued to be uneven, with countries in the north of the region demonstrating strong growth while economies in the south, particularly those focused on fiscal consolidation, saw more modest levels of activity. In part because of rising commodity prices, eurozone inflation rose above the European Central Bank's (ECB's) target, reaching 2.7% in June, and the ECB began to tighten monetary policy, raising the refi rate in April and July, taking it to 1.5%. For certain countries, particularly Greece, concerns in sovereign bond markets intensified. As it became clear that Greece would be unable to return to the private capital markets in the first half of 2012, the eurozone heads of state arranged in July 2011 for further medium-term financial assistance to be provided to the country.

Review of performance

Our European operations reported a pre-tax profit of US\$2.1bn, compared with US\$3.5bn in the first half of 2010, a decrease of 39%. Included within these results were adverse fair value movements of US\$71m in the first half of 2011 due to the change in credit spreads on the Group's own debt held at fair value, compared with favourable fair value movements of US\$574m in the first half of 2010. The first half of 2010 included a gain of US\$107m on the disposal of the HSBC Insurance Brokers business along with the operating results of Eversholt Rail Group which was sold in December 2010. Excluding these items, underlying pre-tax profits decreased by 28%, mainly due to lower revenues in GB&M.

In GB&M, we are investing in the business by expanding our capabilities across the region and further enhancing our product offering in areas such as Payments and Cash Management, Securities

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HSBC HOLDINGS PLC

Interim Management Report (continued)*Profit/(loss) before tax by country within customer groups and global businesses*

	Retail Banking and Wealth Management¹⁶	Commercial Banking	Global Banking and Markets¹⁶	Global Private Banking	Other	Total
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m
Half-year to 30 June 2011						
UK	634	761	483	108	(862)	1,124
France ⁵⁶	139	111	274	10	(89)	445
Germany	23	38	121	21	6	209
Malta	31	34	6			71
Switzerland		(5)		122		117
Turkey	11	42	31			84
Other	(69)	63	87	54	(38)	97
	769	1,044	1,002	315	(983)	2,147
Half-year to 30 June 2010						
UK	483	500	1,356	116	(366)	2,089
France ⁵⁶	87	83	401	6	157	734
Germany	19	17	127	18	(4)	177
Malta	21	28	7			56
Switzerland				161		161
Turkey	35	47	58			140
Other	(46)	34	99	58	19	164
	599	709	2,048	359	(194)	3,521
Half-year to 31 December 2010						
UK	698	327	416	107	(1,239)	309
France ⁵⁶	51	52	(25)	12	(131)	(41)
Germany	17	15	104	12	8	156
Malta	16	28	10			54
Switzerland		(5)		104		99
Turkey	29	33	47	1		110
Other	(98)	46	103	45	(2)	94
	713	496	655	281	(1,364)	781

For footnotes, see page 81.

Services, Prime Services and Equities. Lower revenues compared with the first half of 2010 were driven by reductions in Balance Sheet Management and legacy Credit.

In the UK CMB business, income from UK based customers using products to support international activity grew by 16% compared with the first half of 2010. We remain on track to achieve our lending goals under the Merlin Agreement with the UK government, having made available total new facilities of £22.7bn (US\$36.3bn) in the first half of 2011, compared with a full year target of £38.8bn (US\$62.1bn), with capacity to increase this to £44.1bn (US\$70.6bn) if there is sufficient demand on commercial terms. For UK SMEs, we have provided gross new facilities of £5.6bn (US\$9.0bn), compared with a goal of £11.7bn (US\$18.7bn) for the full year, with committed capacity for additional facilities of at least £1.2bn (US\$1.9bn) if required.

In the UK personal sector, we delivered further growth in mortgage balances and increased our market share of new lending to 11% while maintaining a conservative new lending loan-to-value ratio of 53%. The investment business

continued to grow and we increased our assets under management of HSBC World Selection by 20% to US\$3.9bn in the first half of the year.

Within Continental Europe, there was a continued focus on selected markets where we have scale and opportunities for growth, particularly in wealth management, CMB and GB&M.

In GPB, the focus remained on enhancing client experience through the delivery of bespoke services and global connections. Client assets increased due to net new money inflows, together with favourable market and foreign exchange movements.

Across the region there was a drive to improve efficiency and rationalise the portfolio and, to that end, we announced the closure of our retail businesses in Russia and Poland, as well as initiatives to improve operational efficiency in France and the UK. We continued to monitor our portfolio against strict targets, and keep our cost base under review.

Net interest income decreased by 9% as Balance Sheet Management revenues reduced. This was due to higher-yielding positions maturing and

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Interim Management Report (continued)

opportunities for reinvestment at similar yields being limited by the prevailing low interest rate environment and flatter yield curves. It was partly offset by growth in mortgage and commercial lending balances and wider lending spreads. We continued to build on our strong deposit base in the UK despite fierce competition for customer deposits.

Net fee income decreased by 4%. The increases in GPB from growth in assets under management and higher levels of client activity, along with an increase in domestic and international payments in the UK, did not offset lower fee income in GB&M for management services as the comparable period in 2010 benefited from higher fees generated from the securities investment conduits.

Net trading income increased by 7%. There were lower adverse fair value movements on non-qualifying hedges used to economically hedge fixed-rate long-term debt issued by HSBC Holdings. These were driven by a less pronounced decrease in long-term US interest rates relative to sterling and euro interest rates than those experienced in the first half of 2010. In addition, there were favourable foreign exchange movements on trading assets held as economic hedges of foreign currency debt designated at fair value. These offset adverse foreign exchange movements on the foreign currency debt which is reported in *Net expense from financial instruments designated at fair value*.

Excluding the above items, net trading income decreased. This reflected lower favourable fair value movements on structured liabilities, mainly in Rates. Credit trading revenues were affected by the re-emergence of eurozone sovereign debt concerns in the second quarter of 2011 which resulted in a reduction in client activity and a general widening of credit spreads. In addition, foreign exchange revenues were constrained by continued spread compression due to increased competition. Benefiting from recent investment spending, higher revenues in Equities reflected an improved competitive positioning which helped capture increasing client flows, particularly during the rally in global equity markets in the first quarter of 2011.

Net expense from financial instruments designated at fair value increased by US\$143m. There were adverse foreign exchange movements on foreign currency debt designated at fair value, issued as part of our overall funding strategy, with an offset reported in *Net trading income*. These adverse movements were partly mitigated by gains on the fair value of assets held to meet liabilities under insurance and investment contracts that were recognised as equity markets rose, compared with

losses experienced in the first half of 2010. To the extent that these gains accrued to policyholders holding unit-linked insurance policies and insurance or investment contracts with DPF, there was a corresponding increase in *Net insurance claims incurred and movement in liabilities to policyholders*.

Gains less losses from financial investments increased by US\$62m, driven by gains on certain securitised debt portfolios.

Net earned insurance premiums increased by 6% reflecting successful targeted sales campaigns in RBWM, notably for investment contracts with DPF in France, and higher sales of unit-linked products in the UK. This was partly offset by a reduction in premiums resulting from the non-renewal and transfer to third parties of certain contracts in our Irish business, and the run-off of the legacy motor book in the UK.

Other operating income decreased by 23%, largely reflecting the non-recurrence of a gain on the sale and leaseback of our Paris headquarters in the first half of 2010, partly offset by the benefit from a refinement of the calculation of the PVIF asset during the period (see footnote 27 on page 81).

Net insurance claims incurred and movement in liabilities to policyholders increased by 23%. Investment gains, which contrasted with investment losses in the first half of 2010, led to an increase in the movement in liabilities to policyholders. Additional reserves were also established for new business written, consistent with the increase in net earned insurance premiums. The non-renewal and transfer to third parties of certain contracts in the Irish business and the run-off of the legacy motor book in the UK resulted in a decrease in net insurance claims incurred and movement in liabilities to policyholders, partly offsetting the above.

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Loan impairment charges and other credit risk provisions decreased by 26% to US\$1.2bn, reflecting an improved credit environment in the region and successful risk mitigation by management in RBWM. The decline in loan impairment charges was also attributable to lower delinquency rates across both the secured and unsecured lending portfolios in the UK as a result of better collections capability and enhanced credit risk management practices. In CMB, loan impairment charges fell in the UK across a range of industry sectors. In GB&M, loan impairment charges and other credit risk provisions declined despite recording a charge of US\$65m to write down to market value available-for-sale Greek sovereign debt now judged to be

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Interim Management Report (continued)

impaired. In addition, impairments of US\$40m were included in our GPB and insurance businesses in relation to Greek available-for-sale debt securities.

Operating expenses in the first half of 2011 included US\$611m of provisions relating to UK customer redress programmes, including a provision in respect of the adverse judgement in the Judicial Review relating to sales of PPI in the UK. This was offset by a credit of US\$587m resulting from a change in the inflation measure used to calculate the defined benefit obligation in the UK for deferred

pensions. The first half of 2010 included one-off payroll and bonus taxes of US\$398m (US\$367m as reported) in the UK and France. Excluding these items, operating expenses increased by 6%. This included an acceleration in the expense recognition of deferred bonus awards. We also continued to invest in strategic initiatives in GB&M, including the development of Prime Services and equity market capabilities and the expansion of the Rates and Foreign Exchange e-commerce platforms.

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HSBC HOLDINGS PLC

Interim Management Report (continued)*Profit/(loss) before tax and balance sheet data Europe*

	Half-year to 30 June 2011						Total US\$m
	Retail	Global			Inter- segment	Total	
	Banking and Wealth Management	Commercial Banking	Banking and Markets	Global Private Banking			
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	
<i>Profit/(loss) before tax</i>							
Net interest income/(expense)	2,861	1,522	1,107	476	(271)	(129)	5,566
Net fee income/(expense)	1,323	813	516	496	(17)		3,131
Trading income/(expense) excluding net interest income	36	6	1,268	84	(196)		1,198
Net interest income on trading activities	6	8	636	9	21	129	809
Net trading income/(expense) ⁴⁵	42	14	1,904	93	(175)	129	2,007
Net income/(expense) from financial instruments designated at fair value	105	25	(211)		(159)		(240)
Gains less losses from financial investments	56	1	254	(4)	5		312
Dividend income	1	1	19	3	1		25
Net earned insurance premiums	2,201	191			(6)		2,386
Other operating income	142	40	96	8	264	102	652
Total operating income/(expense)	6,731	2,607	3,685	1,072	(358)	102	13,839
Net insurance claims ⁵³	(2,316)	(180)			(3)		(2,499)

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Net operating income/(expense)⁴¹	4,415	2,427	3,685	1,072	(361)	102	11,340
Loan impairment (charges)/ recoveries and other credit risk provisions	(394)	(369)	(382)	(34)	6		(1,173)
Net operating income/(expense)	4,021	2,058	3,303	1,038	(355)	102	10,167
Operating expenses	(3,249)	(1,013)	(2,299)	(723)	(628)	(102)	(8,014)
Operating profit/(loss)	772	1,045	1,004	315	(983)		2,153
Share of profit/(loss) in associates and joint ventures	(3)	(1)	(2)				(6)
Profit/(loss) before tax	769	1,044	1,002	315	(983)		2,147
	%	%	%	%	%		%
Share of HSBC's profit before tax	6.7	9.1	8.7	2.8	(8.6)		18.7
Cost efficiency ratio	73.6	41.7	62.4	67.4	(173.5)		70.7
<i>Balance sheet data³⁹</i>							
	US\$m	US\$m	US\$m	US\$m	US\$m		US\$m
Loans and advances to customers (net)	154,055	100,140	200,498	30,354	1,284		486,331
Total assets	221,095	123,446	1,075,148	80,073	72,488	(192,942)	1,379,308
Customer accounts	178,819	101,195	207,891	60,906			548,811

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HSBC HOLDINGS PLC

Interim Management Report (continued)

	Half-year to 30 June 2010							
	Retail	Global					Inter-	Total
	Banking	Banking	Global	Other		segment		
	and Wealth	and	Private				elimination ⁵²	
Management ¹⁶	Commercial	Markets ¹⁶	Banking	Other	US\$m	US\$m		
US\$m	Banking US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	
<i>Profit/(loss) before tax</i>								
Net interest income/(expense)	2,706	1,324	1,648	424	(292)	(8)	5,802	
Net fee income/(expense)	1,221	796	719	444	(3)		3,177	
Trading income/(expense) excluding net interest income	(19)	14	1,342	105	(570)		872	
Net interest income on trading activities		7	700	10	7	8	732	
Net trading income/ (expense) ⁴⁵	(19)	21	2,042	115	(563)	8	1,604	
Net income/(expense) from financial instruments designated at fair value	(121)	(26)	(31)		751		573	
Gains less losses from financial investments	(1)		241	1	(4)		237	
Dividend income			12	2			14	
Net earned insurance premiums	2,012	130			(5)		2,137	
Other operating income	104	125	303	4	479	126	1,141	
Total operating income	5,902	2,370	4,934	990	363	126	14,685	
Net insurance claims ⁵³	(1,882)	(81)			(1)		(1,964)	
Net operating income⁴¹	4,020	2,289	4,934	990	362	126	12,721	
Loan impairment charges and other credit risk provisions	(686)	(410)	(394)	(11)			(1,501)	
Net operating income	3,334	1,879	4,540	979	362	126	11,220	
Operating expenses	(2,738)	(1,171)	(2,493)	(620)	(556)	(126)	(7,704)	
Operating profit/(loss)	596	708	2,047	359	(194)		3,516	
Share of profit in associates and joint ventures	3	1	1				5	
Profit/(loss) before tax	599	709	2,048	359	(194)		3,521	

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	%	%	%	%	%	%
Share of HSBC's profit before tax	5.4	6.3	18.5	3.2	(1.7)	31.7
Cost efficiency ratio	68.1	51.2	50.5	62.6	153.6	60.6
<i>Balance sheet data</i> ³⁹						
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m
Loans and advances to customers (net)	135,746	82,822	163,020	24,717	921	407,226
Total assets	193,060	105,134	1,019,364	70,116	74,744	(181,720) 1,280,698
Customer accounts	156,581	95,558	170,695	54,423	1	477,258

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HSBC HOLDINGS PLC

Interim Management Report (continued)*Profit/(loss) before tax and balance sheet data Europe (continued)*

	Half-year to 31 December 2010						Total US\$m
	Retail Banking and Wealth Management ¹⁶ US\$m	Commercial Banking US\$m	Global Banking and Markets ¹⁶ US\$m	Global Private Banking US\$m	Other US\$m	Inter- segment elimination ⁵² US\$m	
<i>Profit/(loss) before tax</i>							
Net interest income/ (expense)	2,831	1,450	1,287	447	(362)	(205)	5,448
Net fee income	1,338	774	601	439	42		3,194
Trading income/(expense) excluding net interest income	13	(11)	199	80	308		589
Net interest income on trading activities	(1)	12	427	11	16	205	670
Net trading income ⁴⁵	12	1	626	91	324	205	1,259
Net income/(expense) from financial instruments designated at fair value	617	139	8		(1,055)		(291)
Gains less losses from financial investments	(35)		284	(8)	8		249
Dividend income		1	4		1		6
Net earned insurance premiums	1,788	148			(6)		1,930
Other operating income	83	38	514	3	275	63	976
Total operating income/ (expense)	6,634	2,551	3,324	972	(773)	63	12,771
Net insurance claims ⁵³	(2,482)	(261)			1		(2,742)
Net operating income/ (expense) ⁴¹	4,152	2,290	3,324	972	(772)	63	10,029

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Loan impairment (charges)/ recoveries and other credit risk provisions	(531)	(587)	(389)	(15)	3		(1,519)
Net operating income/ (expense)	3,621	1,703	2,935	957	(769)	63	8,510
Operating expenses	(2,909)	(1,207)	(2,291)	(676)	(595)	(63)	(7,741)
Operating profit/(loss)	712	496	644	281	(1,364)		769
Share of profit in associates and joint ventures	1		11				12
Profit/(loss) before tax	713	496	655	281	(1,364)		781
	%	%	%	%	%		%
Share of HSBC's profit before tax	9.0	6.3	8.3	3.5	(17.3)		9.8
Cost efficiency ratio	70.1	52.7	68.9	69.5	(77.1)		77.2
<i>Balance sheet data</i> ³⁹	US\$m	US\$m	US\$m	US\$m	US\$m		US\$m
Loans and advances to customers (net)	145,069	91,744	170,369	27,629	988		435,799
Total assets	205,032	111,356	962,861	76,631	65,824	(172,177)	1,249,527
Customer accounts	169,016	96,597	169,836	56,114			491,563

For footnotes, see page 81.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Hong Kong**

HSBC's principal banking subsidiaries in Hong Kong are The Hongkong and Shanghai Banking Corporation Limited and Hang Seng Bank Limited. The former is the largest bank incorporated in Hong Kong and is our flagship bank in the Asia-Pacific region. It is one of Hong Kong's three note-issuing banks, accounting for approximately 65% by value of banknotes in circulation in the first half of 2011.

	30 Jun	Half-year to 30 Jun	31 Dec
	2011	2010	2010
	US\$m	US\$m	US\$m
Net interest income	2,249	1,994	2,252
Net fee income	1,612	1,395	1,567
Net trading income	669	688	624
Other income	884	819	863
Net operating income⁴¹	5,414	4,896	5,306
Impairment charges ⁴²	(25)	(63)	(51)
Net operating income	5,389	4,833	5,255
Total operating expenses	(2,339)	(1,968)	(2,463)
Operating profit	3,050	2,865	2,792
Income from associates ⁴³	31	12	23
Profit before tax	3,081	2,877	2,815
Cost efficiency ratio	43.2%	40.2%	46.4%
RoRWA ⁴⁴	5.6%	5.1%	5.0%
Period-end staff numbers	30,214	28,397	29,171

Best Bank in Hong Kong*(FinanceAsia Country Awards 2011)*

**Market leadership in mortgages,
cards, life insurance
and deposits
More than 50%
increase in the number of CMB
cross-border referrals between
Hong Kong and mainland China**

For footnotes, see page 81.

The commentary on Hong Kong is on an underlying basis unless stated otherwise.

Economic background

Hong Kong continued to demonstrate robust growth in economic activity, helped by strong demand from mainland China and low interest rates, with the Hong Kong Monetary Authority (HKMA) maintaining rates at 0.5% since April 2008. Inflationary pressures built during the period, spurred by rapid gains in the price of food and property. CPI inflation rose to 5.3% in May 2011, compared with 2.9% in December 2010.

Review of performance

Our operations in Hong Kong reported pre-tax profits of US\$3.1bn compared with US\$2.9bn in the first half of 2010, an increase of 7%. On an underlying basis, profit before tax increased by 9%.

The increase in profitability was driven by strong balance sheet growth from 2010 onwards, higher sales of wealth management products, increased underwriting fees and higher sales of trade-related products. There was also a gain from the refinement of the calculation of the PVIF asset. Staff and support costs rose, driven by the increase in business volumes and the need to maintain our strong competitive position.

We successfully retained market leadership in Hong Kong in mortgages, deposits, credit cards and life insurance. Robust growth in lending balances continued, increasing by 13% compared with 31 December 2010, while deposit balances continued to grow.

We remained ideally positioned to capture cross-border opportunities, particularly with mainland China. The number of CMB cross-border referrals between Hong Kong and mainland China increased by more than 50% and Premier referrals rose by 47%.

Collaboration between CMB and GB&M continued to meet the demands of fast growing mid-market companies by providing foreign exchange and derivatives products as well as access to debt and equity markets to fund business growth.

We continued to bolster our position as a leading international renminbi bank. We were appointed as joint lead arranger for Hong Kong's first renminbi-denominated equity initial public offering, and led the market in offshore renminbi bond issuance. We were the first international bank to offer CMB customers a dedicated renminbi Business Card in Hong Kong.

Net interest income was 13% higher than in the first half of 2010, primarily due to strong loan

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HSBC HOLDINGS PLC

Interim Management Report (continued)*Profit/(loss) before tax by customer group and global business*

	30 June	Half-year to	
	2011	30 June	31 December
	US\$m	US\$m	US\$m
Retail Banking and Wealth Management ¹⁶	1,599	1,462	1,539
Commercial Banking	825	672	680
Global Banking and Markets ¹⁶	631	690	657
Global Private Banking	130	119	108
Other	(104)	(66)	(169)
Profit before tax	3,081	2,877	2,815

For footnote, see page 81.

growth, particularly in CMB and GB&M, partly offset by lower asset spreads in RBWM and CMB resulting from competitive pressures. Balance Sheet Management results remained strong.

The targeted expansion of our lending book reflected our balance sheet strength, together with continued strong economic growth and trade flows. The resultant increase in demand for credit saw significant increases in lending balances in CMB, notably in trade-related lending, and in GB&M. Average personal lending balances rose, primarily in residential mortgage lending as a result of the strong property market and our leadership in new mortgage business. The continued strength of the Hong Kong property market led the HKMA to introduce further prudential measures on loan-to-value ratios in June 2011, following similar measures taken in 2010 designed to calm upward property price movement. We continued to lend prudently and average loan-to-value ratios were 51% on new residential mortgage draw-downs and an estimated 35% on the portfolio as a whole.

Asset spreads narrowed relative to the same period in 2010 as a result of competitive pressures, particularly in trade-related and term lending and HIBOR-linked residential mortgages.

Balance Sheet Management income rose due to the increased duration in the overall portfolio.

Momentum continued in the growth of deposit balances in GB&M and in CMB, reflecting increased customer numbers.

Net fee income increased by 16%, primarily from increased sales of wealth management products in the low interest rate environment, particularly unit trusts, driven by improved investor sentiment and supported by an increase in sales staff in our wealth management business. In addition, fees from funds under management grew as a result of higher net inflows including the launch of two new funds in 2011. Underwriting fees increased from our involvement in several significant IPOs, and trade-

related fees and remittances also rose as transaction volumes increased, driven by economic growth.

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Net trading income reduced by 3%. Revenue from foreign exchange trading increased due to higher levels of customer-driven activity and the successful capture of market volatility. The Rates and Equities businesses also performed well. This was offset by lower revenue in credit trading as credit spreads widened in some markets.

Net income from financial instruments designated at fair value rose by US\$51m due to investment gains in the first half of 2011 on assets held by the insurance business as equity markets improved, compared with revaluation losses in the same period in 2010. To the extent that these gains were attributed to policyholders, there was an offsetting change in *Net insurance claims incurred and movement in liabilities to policyholders* .

Net earned insurance premiums increased by 15% from the rise in sales of unit-linked insurance and deferred annuity products, reflecting the increased demand. This growth in insurance sales resulted in a related increase in *Net insurance claims incurred and movement in liabilities to policyholders*.

Gains less losses from financial investments were 63% lower, primarily due to the non-recurrence of significant gains on the sale of debt securities in the first half of 2010 in Balance Sheet Management.

Other operating income increased by 41% to US\$911m, primarily in insurance due to the refinement of the calculation of the PVIF asset during the period of US\$135m (see footnote 27 on page 81), and higher life insurance sales in the first half of 2011.

Loan impairment charges and other credit risk provisions decreased from US\$63m to US\$25m, driven by releases and recoveries in GB&M compared with a specific impairment charge in the same period in 2010. Though impairment charges were low, we remained cautious on the outlook for

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HSBC HOLDINGS PLC

Interim Management Report (continued)

credit and continued to focus on maintaining high levels of asset quality.

Operating expenses rose by 19% as business volumes grew. Staff costs increased due to wage inflation in the competitive marketplace, increased headcount, particularly in front office functions to strengthen our sales capacity, and higher sales incentives which reflected our strong business performance in the first half of 2011. Staff costs also rose due to an acceleration in the expense recognition of deferred bonus awards.

We continued to invest in developing our key capabilities, most notably in equities, Prime Services and commodities, to drive future revenue growth. Marketing and support costs also increased in line with higher business volumes and product development. Although our cost efficiency ratio is already relatively low in Hong Kong, we continue to focus on improving operational efficiency while maintaining market leadership and strong growth.

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HSBC HOLDINGS PLC

Interim Management Report (continued)*Profit/(loss) before tax and balance sheet data Hong Kong*

	Half-year to 30 June 2011						Total US\$m
	Retail Banking and Wealth Management	Commercial Banking US\$m	Global	Global	Inter- segment elimination ⁵² US\$m		
			Banking and Markets US\$m	Private Banking US\$m			
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	
<i>Profit/(loss) before tax</i>							
Net interest income/(expense)	1,249	625	501	88	(234)	20	2,249
Net fee income	908	356	241	97	10		1,612
Trading income/(expense) excluding net interest income	89	86	320	69	(9)		555
Net interest income on trading activities	4		124		6	(20)	114
Net trading income/(expense) ⁴⁵	93	86	444	69	(3)	(20)	669
Net income/(expense) from financial instruments designated at fair value	50	(27)	2		1		26
Gains less losses from financial investments			20		(2)		18
Dividend income		1	11		19		31
Net earned insurance premiums	2,193	390	5				2,588
Other operating income	375	83	22	6	556	(131)	911
Total operating income	4,868	1,514	1,246	260	347	(131)	8,104
Net insurance claims ⁵³	(2,344)	(342)	(5)		1		(2,690)

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Net operating income⁴¹	2,524	1,172	1,241	260	348	(131)	5,414
Loan impairment (charges)/ recoveries and other credit risk provisions	(38)	(7)	22	(1)	(1)		(25)
Net operating income	2,486	1,165	1,263	259	347	(131)	5,389
Operating expenses	(889)	(342)	(633)	(129)	(477)	131	(2,339)
Operating profit/(loss)	1,597	823	630	130	(130)		3,050
Share of profit in associates and joint ventures	2	2	1		26		31
Profit/(loss) before tax	1,599	825	631	130	(104)		3,081
	%	%	%	%	%		%
Share of HSBC's profit before tax	13.9	7.2	5.5	1.1	(0.8)		26.9
Cost efficiency ratio	35.2	29.2	51.0	49.6	137.1		43.2
<i>Balance sheet data³⁹</i>							
	US\$m	US\$m	US\$m	US\$m	US\$m		US\$m
Loans and advances to customers (net)	53,999	58,529	39,124	5,949	1,769		159,370
Total assets	82,184	66,563	232,057	21,545	81,316	(9,621)	474,044
Customer accounts	175,641	74,760	34,348	20,378	599		305,726

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HSBC HOLDINGS PLC

Interim Management Report (continued)

	Half-year to 30 June 2010						
	Retail Banking and Wealth Management ¹⁶ US\$m	Commercial Banking US\$m	Global Banking and Markets ¹⁶ US\$m	Global Banking and Private Banking US\$m	Global Other US\$m	Inter- segment elimination ⁵² US\$m	Total US\$m
<i>Profit/(loss) before tax</i>							
Net interest income/(expense)	1,279	504	437	77	(247)	(56)	1,994
Net fee income	761	305	242	78	9		1,395
Trading income excluding net interest income	108	53	367	59	4		591
Net interest income on trading activities	1		34		6	56	97
Net trading income ⁴⁵	109	53	401	59	10	56	688
Net income/(expense) from financial instruments designated at fair value	(110)	23	42		15		(30)
Gains less losses from financial investments			63	8	40		111
Dividend income					13		13
Net earned insurance premiums	1,874	369	5				2,248
Other operating income	228	27	24	5	499	(139)	644
Total operating income	4,141	1,281	1,214	227	339	(139)	7,063
Net insurance claims ⁵³	(1,853)	(309)	(5)				(2,167)

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Net operating income ⁴¹	2,288	972	1,209	227	339	(139)	4,896
Loan impairment (charges)/ recoveries and other credit risk provisions	(42)	(2)	(20)		1		(63)
Net operating income	2,246	970	1,189	227	340	(139)	4,833
Operating expenses	(786)	(298)	(499)	(108)	(416)	139	(1,968)
Operating profit/(loss)	1,460	672	690	119	(76)		2,865
Share of profit in associates and joint ventures	2				10		12
Profit/(loss) before tax	1,462	672	690	119	(66)		2,877
	%	%	%	%	%		%
Share of HSBC's profit before tax	13.2	6.1	6.2	1.1	(0.7)		25.9
Cost efficiency ratio	34.4	30.7	41.3	47.6	122.7		40.2
<i>Balance sheet data</i> ³⁹	US\$m	US\$m	US\$m	US\$m	US\$m		US\$m
Loans and advances to customers (net)	45,121	37,184	25,501	4,353	1,916		114,075
Total assets	69,187	44,409	213,956	19,919	92,165	(28,645)	410,991
Customer accounts	165,238	63,562	26,142	18,559	611		274,112

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HSBC HOLDINGS PLC

Interim Management Report (continued)*Profit/(loss) before tax and balance sheet data Hong Kong (continued)*

	Half-year to 31 December 2010							Total US\$m
	Retail Banking and Wealth Management ¹⁶	Commercial Banking US\$m	Global	Global	Inter- segment elimination ⁵²	Other		
	US\$m		Banking and Markets ¹⁶ US\$m	Banking and Private Banking US\$m				
<i>Profit/(loss) before tax</i>								
Net interest income/(expense)	1,325	602	478	96	(216)	(33)		2,252
Net fee income	895	329	253	85	5			1,567
Trading income/(expense) excluding net interest income	90	68	313	61	(16)			516
Net interest income on trading activities	3		66		6	33		108
Net trading income/ (expense) ⁴⁵	93	68	379	61	(10)	33		624
Net income/(expense) from financial instruments designated at fair value	438	(33)	19		(16)			408
Gains less losses from financial investments			(7)	(7)	1			(13)
Dividend income		1	12		4			17
Net earned insurance premiums	1,781	296	7					2,084
Other operating income	285	41	132	7	641	(144)		962
Total operating income	4,817 (2,340)	1,304 (250)	1,273 (5)	242	409	(144)		7,901 (2,595)

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Net insurance claims⁵³

Net operating income ⁴¹	2,477	1,054	1,268	242	409	(144)	5,306
Loan impairment (charges)/ recoveries and other credit risk provisions	(34)	(26)	10		(1)		(51)
Net operating income	2,443	1,028	1,278	242	408	(144)	5,255
Operating expenses	(907)	(355)	(625)	(134)	(586)	144	(2,463)
Operating profit/(loss)	1,536	673	653	108	(178)		2,792
Share of profit in associates and joint ventures	3	7	4		9		23
Profit/(loss) before tax	1,539	680	657	108	(169)		2,815
	%	%	%	%	%		%
Share of HSBC's profit before tax	19.4	8.6	8.3	1.4	(2.2)		35.5
Cost efficiency ratio	36.6	33.7	49.3	55.4	143.3		46.4
<i>Balance sheet data</i> ³⁹							
	US\$m	US\$m	US\$m	US\$m	US\$m		US\$m
Loans and advances to customers (net)	50,983	48,670	34,491	4,760	1,787		140,691
Total assets	76,871	55,030	223,286	20,598	62,486	(8,706)	429,565
Customer accounts	176,960	71,209	29,388	19,241	686		297,484

For footnotes, see page 81.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Rest of Asia-Pacific**

We offer a full range of banking and financial services in mainland China, mainly through our local subsidiary, HSBC Bank (China) Company Limited. We also participate indirectly in mainland China through our four associates.

Outside Hong Kong and mainland China, we conduct business in 22 countries and territories in the Rest of Asia-Pacific region, primarily through branches and subsidiaries of The Hongkong and Shanghai Banking Corporation, with particularly strong coverage in Australia, India, Indonesia, Malaysia and Singapore.

	30 Jun	Half-year to 30 Jun	31 Dec
	2011 US\$m	2010 US\$m	2010 US\$m
Net interest income	2,381	1,822	2,006
Net fee income	1,117	934	998
Net trading income	862	780	838
Other income	988	962	892
Net operating income⁴¹	5,348	4,498	4,734
Impairment charges ⁴²	(100)	(147)	(292)
Net operating income	5,248	4,351	4,442
Total operating expenses	(2,836)	(2,417)	(2,726)
Operating profit	2,412	1,934	1,716
	1,330	1,051	1,201

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Income from associates ⁴³			
Profit before tax		3,742	2,985
			2,917
Cost efficiency ratio		53.0%	53.7%
			57.6%
RoRWA ⁴⁴		3.3%	3.3%
			2.8%
Period-end staff numbers		91,924	88,605
	25%		91,607

growth in reported pre-tax profit

Best foreign Commercial Bank

in mainland China

(FinanceAsia)

Best International Trade Bank

in mainland China

(Trade Finance)

For footnotes, see page 81.

The commentary on Rest of Asia-Pacific is on an underlying basis unless stated otherwise.

Economic background

In mainland China, strong inflationary pressures caused the People's Bank of China to continue raising interest rates and the Reserve Requirement Ratio on bank deposits during the first half of 2011, and GDP growth began to show signs of slowing as a result. The deceleration was modest, however, with activity in the second quarter of 2011 9.5% higher than a year ago. Investment spending remained particularly strong, growing by 26% in the first half of the year compared with the same period in 2010. Inflation reached 6.4% in June.

Economic conditions deteriorated sharply in Japan during the first quarter of 2011, following the earthquake and tsunami in March 2011. By 30 June, economic activity was beginning to accelerate. Having fallen by more than 15% in March, industrial output recovered by 7.9% in the two months to May, despite electricity shortages. The Bank of Japan kept the target unsecured overnight call rate at 0.1% and introduced measures to ensure credit and liquidity were made available.

GDP was particularly strong in Singapore in the first quarter of 2011 but fell sharply in the second quarter, with the pharmaceutical sector accounting for much of this volatility. GDP was 0.5% higher than in 2010 with inflation remaining relatively high. The annual pace of GDP growth in India slowed to 7.8% in the first quarter of 2011 from 8.3% in the final quarter of 2010, in part due to the tightening of monetary policy, with a further slowdown expected in the second quarter. Wholesale price inflation of 9.4% in June 2011 remained above the Reserve Bank of India's range. In other parts of Asia-Pacific growth showed signs of slowing. The South Korean economy continued to perform well. Exports slowed in the second quarter, but domestic demand held up well. Employment remained robust and the Bank of Korea raised interest rates by 75 basis points in the first half of the year. GDP continued to grow in the Philippines and Vietnam, though there was some evidence of a slowdown in the second quarter. CPI inflation remained a major concern in Vietnam, reaching 20% in May. In Indonesia, domestic consumption continued to support GDP growth but, like elsewhere in the region, inflation was uncomfortably high. In Malaysia and Taiwan, exports were adversely affected by supply chain disruptions following the Japanese tsunami, but domestic consumption helped support overall GDP growth. In Thailand, the recent election brought political stability and the outlook for domestic consumption and investment improved.

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HSBC HOLDINGS PLC

Interim Management Report (continued)*Profit/(loss) before tax by country within customer groups and global businesses*

	Retail Banking and Wealth Management ¹⁶ US\$m	Commercial Banking US\$m	Global Banking and Markets ¹⁶ US\$m	Global Private Banking US\$m	Other US\$m	Total US\$m
Half-year to 30 June 2011						
Australia	36	33	70		(4)	135
India	(4)	78	292	3	82	451
Indonesia	(1)	47	68			114
Japan	4		27	2	(8)	25
Mainland China	490	617	472	(2)	194	1,771
Associates	524	539	248		181	1,492
Other mainland China	(34)	78	224	(2)	13	279
Malaysia	77	56	114		4	251
Singapore	95	62	126	46	(2)	327
South Korea	6		118		20	144
Taiwan	33	11	67		6	117
Vietnam	1	26	40		15	82
Other	29	131	146		19	325
	766	1,061	1,540	49	326	3,742
Half-year to 30 June 2010						
Australia	23	42	68		3	136
India	(49)	39	244	3	103	340
Indonesia	(3)	48	60		(3)	102
Japan	(9)		39		(2)	28
Mainland China	364	390	297	(4)	234	1,281
Associates	415	356	215		192	1,178
Other mainland China	(51)	34	82	(4)	42	103
	54	45	96		6	201

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Malaysia						
Singapore	85	42	91	43	3	264
South Korea	8	(4)	180		29	213
Taiwan	26	32	37		(9)	86
Vietnam	(9)	21	22		4	38
Other	34	102	124	1	35	296
	524	757	1,258	43	403	2,985
Half-year to 31 December 2010						
Australia	36	54	27		5	122
India	(34)	32	264	1	76	339
Indonesia	15	46	56			117
Japan	(24)		37	(1)	(4)	8
Mainland China	475	443	386	(3)	(17)	1,284
Associates	558	390	228		(4)	1,172
Other mainland China	(83)	53	158	(3)	(13)	112
Malaysia	66	43	98		(7)	200
Singapore	84	45	9	41	81	260
South Korea	(6)		125		21	140
Taiwan	5	4	50		2	61
Vietnam	2	29	39		3	73
Other	19	103	139		52	313
	638	799	1,230	38	212	2,917

For footnote, see page 81.

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HSBC HOLDINGS PLC

Interim Management Report (continued)

Review of performance

Our operations in the Rest of Asia-Pacific region reported pre-tax profits of US\$3.7bn compared with US\$3.0bn in the first half of 2010, an increase of 25%. Reported profits included accounting gains arising from the dilution of HSBC's shareholding in Ping An following its issue of share capital to third parties in both 2010 (US\$188m) and 2011 (US\$181m). On an underlying basis, which excludes these dilution gains, pre-tax profit rose by 21%.

The growth in profitability in the region in the first half of 2011 reflected strong lending and deposit growth coupled with widening deposit spreads, higher trade volumes and a growing demand for wealth management products. The contribution from our associates in mainland China also grew. Costs increased, although to a lesser extent than revenues, to support business growth and maintain our competitive position in the region.

We continued building a domestic franchise in mainland China where we remained a leading foreign bank. Asset balances grew by 9% over the first six months of 2011, and our ratio of advances to deposits in mainland China remained conservative at 74%. We now have 108 outlets, 16 rural bank outlets and 38 Hang Seng Bank outlets in our branch network. We were awarded the Best International Trade Bank by *Trade Finance* and the Best Foreign Commercial Bank by *FinanceAsia*, reinforcing our strong corporate brand in mainland China. We expanded our renminbi services and now offer trade products in over 50 countries worldwide and renminbi services to RBWM customers in 11 countries in Asia.

We utilised our international connectivity to capture trade, capital and wealth flows across the region, in particular with mainland China. As cross-border referrals between mainland China and the rest of the world increased by more than 50%, we continued to facilitate outbound and inbound flows, particularly with Hong Kong, but also with Singapore, Latin America and the Middle East.

We continued to invest and build scale in the other key strategic markets of India, Singapore, Malaysia, Indonesia and Australia. In India, we made progress in RBWM with our deposit-led strategy and focus on secured lending. In Malaysia, we are the leading foreign bank by total assets and size of branch network and HSBC Amanah was named the world's number one Sukuk underwriter.

Net interest income increased by 23% due to strong loan and deposit growth coupled with wider deposit spreads as base rates rose in certain countries, partly offset by lower asset spreads than in the first half of 2010 from increased competition.

Average lending balances increased primarily in trade and term lending in GB&M and CMB due to a higher demand for credit as a result of improved trade and business volumes in the region. RBWM lending balances also rose, mainly in residential mortgages, most notably in Australia and Singapore, driven by local marketing campaigns and increased demand for credit.

Asset spreads narrowed compared with the same period in 2010, primarily due to increased market competition.

Customer deposit balances grew in CMB, GB&M and RBWM, principally in mainland China, Singapore and Australia, reflecting an increase in customer numbers and strong economic conditions across the region.

Deposit spreads increased as interest rates rose in certain countries, primarily in mainland China, India and Malaysia. Balance Sheet Management income was higher than in the comparative period, notably in mainland China and Singapore. In the former, this was driven by profit opportunities in the interbank market and the widening of onshore US dollar lending spreads. In Singapore, results reflected the higher return from short-term lending and balance sheet growth.

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Net fee income rose by 11%. Trade-related fees and fees arising on Payments and Cash Management increased in CMB and GB&M, reflecting higher trade and transaction volumes in the region. Securities Services fee income increased, as equity market performance drove higher volumes and growth in assets under custody. Fee income in RBWM also rose as a result of the increased demand for investment products, notably in unit trusts, reflecting successful sales activity, improved investor sentiment and the expansion of the structured products business in mainland China.

Net trading income increased by 4%, primarily from higher Foreign Exchange trading revenues. This was most notable in mainland China, Taiwan and India as the increased market volatility led to higher client volumes and wider spreads.

Net income from financial instruments designated at fair value increased by US\$7m due to higher valuation gains on assets held by the insurance business, primarily in Singapore. To the extent that these higher investment gains were attributed to policyholders, there was a corresponding increase in Net insurance claims

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HSBC HOLDINGS PLC

Interim Management Report (continued)

incurred and movement in liabilities to policyholders .

Losses from financial investments were US\$22m compared with gains of US\$41m in the first half of 2010, due to losses on disposals of debt securities, notably government bonds, coupled with an impairment loss on an equity investment in 2011.

Net earned insurance premiums increased by 57% to US\$340m, largely due to higher sales of insurance products in the region, most notably in Singapore and Malaysia. This was driven by successful sales initiatives and increased demand for wealth products as economic conditions improved strongly. The growth in the insurance business resulted in a related increase in *Net insurance claims incurred and movement in liabilities to policyholders*.

Other operating income increased by 4% to US\$752m, including a favourable movement due to the refinement of the calculation of the PVIF asset during the period (see footnote 27 on page 81) and higher life insurance sales in the region.

Loan impairment charges and other credit risk provisions decreased by 36% to US\$100m as credit conditions throughout the region continued to improve. Loan impairment charges fell in RBWM, particularly in India, as certain unsecured lending portfolios were managed down. We remained cautious on the outlook for credit and sustained our focus on maintaining high levels of underwriting and asset quality.

Operating expenses increased by 10% as volumes grew due to the continued strong economic growth in the region. We hired more sales staff to support our continued business expansion in our key strategic markets and average wages rose, reflecting the increased demand for talent in the region.

Share of profit from associates and joint ventures increased by 21%. A higher contribution from Bank of Communications was driven by strong loan growth, an improvement in spreads and an increase in fee-based revenue streams. Income from Industrial Bank similarly rose as a result of loan growth, while strong sales growth in insurance, banking and wealth management business drove an increased contribution from Ping An.

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HSBC HOLDINGS PLC

Interim Management Report (continued)*Profit before tax and balance sheet data Rest of Asia-Pacific*

	Half-year to 30 June 2011						Total US\$m
	Retail					Inter-	
	Banking and Wealth Management	Commercial Banking	Global Banking and Markets	Global Private Banking	Other US\$m	segment elimination ⁵²	
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	
<i>Profit before tax</i>							
Net interest income	891	580	900	58	59	(107)	2,381
Net fee income	463	259	359	32	4		1,117
Trading income/(expense) excluding net interest income	50	75	583	30	(29)		709
Net interest income/(expense) on trading activities			51		(5)	107	153
Net trading income/ (expense) ⁴⁵	50	75	634	30	(34)	107	862
Net income/(expense) from financial instruments designated at fair value	7	2	1		(7)		3
Gains less losses from financial investments		1	(23)	1	(1)		(22)
Dividend income			1				1
Net earned insurance premiums	225	115					340
Other operating income	71	33	35	1	877	(85)	932
Total operating income	1,707	1,065	1,907	122	898	(85)	5,614
Net insurance claims ⁵³	(173)	(94)			1		(266)
Net operating income⁴¹	1,534	971	1,907	122	899	(85)	5,348
Loan impairment (charges)/ recoveries and other credit risk provisions	(112)	7	4	2	(1)		(100)
Net operating income	1,422	978	1,911	124	898	(85)	5,248
Operating expenses	(1,188)	(458)	(626)	(75)	(574)	85	(2,836)
Operating profit	234	520	1,285	49	324		2,412
Share of profit in associates and joint ventures	532	541	255		2		1,330
Profit before tax	766	1,061	1,540	49	326		3,742

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	%	%	%	%	%		%
Share of HSBC's profit before tax	6.7	9.2	13.4	0.4	2.8		32.6
Cost efficiency ratio	77.4	47.2	32.8	61.5	63.8		53.0
<i>Balance sheet data</i> ³⁹							
	US\$m	US\$m	US\$m	US\$m	US\$m		US\$m
Loans and advances to customers (net)	41,707	36,128	39,569	3,846	179		121,429
Total assets	54,326	47,028	181,947	12,802	15,215	(12,728)	298,590
Customer accounts	59,352	39,922	56,262	13,014	39		168,589

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HSBC HOLDINGS PLC

Interim Management Report (continued)*Profit before tax and balance sheet data Rest of Asia-Pacific (continued)*

	Half-year to 30 June 2010						Total US\$m
	Retail	Global			Inter-		
	Banking and Wealth Management ¹⁶	Commercial Banking	Banking and Markets ¹⁶	Global Private Banking US\$m	segment elimination ⁵²		
	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m	
<i>Profit before tax</i>							
Net interest income	754	431	662	40	30	(95)	1,822
Net fee income/(expense)	399	204	306	30	(5)		934
Trading income/(expense) excluding net interest income	36	61	462	35	(8)		586
Net interest income on trading activities			98		1	95	194
Net trading income/ (expense) ⁴⁵	36	61	560	35	(7)	95	780
Net income/(expense) from financial instruments designated at fair value	2	1			(5)		(2)
Gains less losses from financial investments		3	31	2	3		39
Dividend income			1				1
Net earned insurance premiums	172	26					198
Other operating income	53	53	19		826	(74)	877
Total operating income	1,416	779	1,579	107	842	(74)	4,649
Net insurance claims ⁵³	(133)	(18)					(151)
Net operating income ⁴¹	1,283	761	1,579	107	842	(74)	4,498
Loan impairment (charges)/ recoveries and other credit risk provisions	(175)	18	10				(147)
Net operating income	1,108	779	1,589	107	842	(74)	4,351
Operating expenses	(1,028)	(376)	(533)	(64)	(490)	74	(2,417)
Operating profit	80	403	1,056	43	352		1,934

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Share of profit in associates and joint ventures	444	354	202		51		1,051
Profit before tax	524	757	1,258	43	403		2,985
	%	%	%	%	%		%
Share of HSBC's profit before tax	4.7	6.8	11.3	0.4	3.6		26.9
Cost efficiency ratio	80.1	49.4	33.8	59.8	58.2		53.7
<i>Balance sheet data</i> ³⁹							
	US\$m	US\$m	US\$m	US\$m	US\$m		US\$m
Loans and advances to customers (net)	31,317	26,284	30,718	3,181	172		91,672
Total assets	42,334	34,810	153,639	12,013	10,393	(8,565)	244,624
Customer accounts	48,890	31,046	46,089	12,262	32		138,319

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HSBC HOLDINGS PLC

Interim Management Report (continued)

	Half-year to 31 December 2010						Total US\$m
	Retail Banking and Wealth Management ¹⁶	Commercial Banking US\$m	Global Banking and Markets ¹⁶	Global Private Banking US\$m	Other	Inter- segment elimination ⁵²	
	US\$m		US\$m	US\$m	US\$m	US\$m	
<i>Profit before tax</i>							
Net interest income	827	507	773	51	25	(177)	2,006
Net fee income/(expense)	435	238	305	25	(5)		998
Trading income/(expense) excluding net interest income	44	68	505	34	(30)		621
Net interest income/(expense) on trading activities			40			177	217
Net trading income/ (expense) ⁴⁵	44	68	545	34	(30)	177	838
Net income/(expense) from financial instruments designated at fair value	39	1	(1)		(13)		26
Gains less losses on financial investments			20	(2)	89		107
Dividend income							
Net earned insurance premiums	214	36					250
Other operating income	56	33	36	1	673	(78)	721
Total operating income	1,615	883	1,678	109	739	(78)	4,946
Net insurance claims ⁵³	(191)	(21)					(212)
Net operating income ⁴¹	1,424	862	1,678	109	739	(78)	4,734
Loan impairment charges and other credit risk provisions	(123)	(37)	(132)				(292)
Net operating income	1,301	825	1,546	109	739	(78)	4,442
Operating expenses	(1,205)	(423)	(561)	(71)	(544)	78	(2,726)
Operating profit	96	402	985	38	195		1,716
Share of profit in associates and joint ventures	542	397	245		17		1,201
Profit before tax	638	799	1,230	38	212		2,917

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	%	%	%	%	%	%
Share of HSBC's profit before tax	8.0	10.1	15.5	0.5	2.7	36.8
Cost efficiency ratio	84.6	49.1	33.4	65.1	73.6	57.6

Balance sheet data³⁹

	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m
Loans and advances to customers (net)	37,831	31,423	35,810	3,489	178	108,731
Total assets	49,758	41,588	166,710	12,126	19,450	(11,570) 278,062
Customer accounts	54,741	36,943	53,752	12,620	99	158,155

For footnotes, see page 81.

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HSBC HOLDINGS PLC

Interim Management Report (continued)**Middle East and North Africa**

The network of branches of HSBC Bank Middle East Limited, together with HSBC's subsidiaries and associates, gives us the widest coverage in the Middle East and North Africa. Our associate in Saudi Arabia, The Saudi British Bank (40% owned), is the Kingdom's sixth largest bank by total assets.

	30 Jun	Half-year to 30 Jun	31 Dec
	2011	2010	2010
	US\$m	US\$m	US\$m
Net interest income	673	667	700
Net fee income	327	356	321
Net trading income	237	194	176
Other income/(expense)	(1)	(29)	25
Net operating income⁴¹	1,236	1,188	1,222
Impairment charges ⁴²	(99)	(438)	(189)
Net operating income	1,137	750	1,033
Total operating expenses	(574)	(519)	(559)
Operating profit	563	231	474
Income from associates ⁴³	184	115	72
Profit before tax	747	346	546
Cost efficiency ratio	46.4%	43.7%	45.7%
RoRWA ⁴⁴	2.7%	1.3%	2.0%
Period-end staff numbers	8,755	8,264	8,676

Underlying profits nearly doubled despite political

unrest and economic pressures

Loan impairment charges declined to their lowest levels

since 1H08

Best International Islamic Bank

(Euromoney Islamic

Finance Awards 2011)

Best Risk Advisor in

Middle East

(Euromoney Awards for Excellence 2011)

For footnotes, see page 81.

The commentary on the Middle East and North Africa is on an

underlying basis unless stated otherwise.

Economic background

Political unrest weighed heavily on economic performance in the Middle East and North Africa in the first half of 2011. Those economies that saw the most pronounced turmoil fell into recession as production was disrupted, consumption scaled back and investor confidence compromised. While in economies such as Egypt there were early signs of economic activity normalising as political conditions improved, in others where unrest continued, output losses were substantial and ongoing. Continued high oil prices allowed the region's key energy exporters to increase public spending, providing a significant boost to domestic demand. Access to domestic credit improved as the effect of the 2008/09 downturn continued to fade and interest rates remained at historic lows. Inflation was subdued region-wide.

Review of performance

Our operations in the Middle East and North Africa reported a profit before tax of US\$747m. On an underlying basis, pre-tax profits increased by 94%, largely driven by the non-recurrence of significant loan impairment charges. This was partly offset by higher operating expenses as we continued to invest in distribution and marketing initiatives to drive future revenue growth.

The increase in profits reflected strong risk management practices, and was achieved despite political unrest and economic pressures in 10 of the 14 countries in which we operate in the region. The overall resilience of the oil-based regional economies and the strength of the HSBC brand were evidenced by a robust growth in deposits during the volatile conditions experienced in the region in the first half of 2011. Except when instructed to close by the central bank in Egypt and the one day of closure in Bahrain, our branch network in the region remained open for business throughout the period, reflecting our commitment to serve our customers.

In RBWM, we continued to build long-term relationships through our Premier and Advance customer offerings, focusing on wealth management and secured lending for affluent expatriates in the region.

We also strengthened our position as the leading international trade and business bank and achieved strong synergies by connecting our CMB and GB&M businesses, with CMB revenues from GB&M products increasing compared with the first half of 2010. As part of our continued

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Half-year to 31 December 2010						
Egypt	20	41	58		(2)	117
Qatar	9	24	34			67
United Arab Emirates	10	88	97	3		198
Other	5	42	45	1		93
MENA (excluding Saudi Arabia)	44	195	234	4	(2)	475
Saudi Arabia	9	31	23	4	4	71
	53	226	257	8	2	546

For footnote see page 81.

support to local internationally-focused businesses, we pledged a second US\$100m fund to UAE SME customers engaged in cross-border business during the period, and the amount has been fully utilised.

In GB&M, we won a number of awards, including Best Overall Primary Debt Provider and Best for Middle East Currencies from *Euromoney* and Best Middle East House in the *EuroWeek* Bond Market Awards.

Net interest income rose marginally, driven by higher trade balances in CMB as we saw increased opportunities to support global and intra-regional trade flows. This was partly offset by lower average lending balances and narrower spreads in RBWM as unsecured lending portfolios continued to be managed down and new lending was directed to higher quality but lower yielding lending.

Net fee income decreased by 8% despite higher trade volumes in CMB as institutional equity activity receded in the challenging political and economic environment. In addition, card fee income decreased due to a decline in the number of credit cards in

issue in RBWM as certain portfolios were managed down.

Trading income benefited from higher local currency Rates trading due to a combination of new customer trades along with valuation gains on trading positions in relation to Middle East currency derivatives.

Loan impairment charges and other credit risk provisions declined to their lowest levels since the first half of 2008, driven by an overall improvement in credit conditions. Repositioning of the loan book towards higher quality lending, and strengthened collection practices contributed to a significant improvement in delinquency rates in RBWM. In CMB, loan impairment charges and other credit risk provisions remained broadly in line with the first half of 2010 and included specific impairments in relation to a few corporate customers reflecting economic uncertainty in the region. Loan impairment charges and other credit risk provisions in GB&M reduced markedly as loan impairment charges which followed restructuring activity for a

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HSBC HOLDINGS PLC

Interim Management Report (continued)

small number of large UAE corporate customers in the first half of 2010 did not recur.

Operating expenses increased by 11%, mainly as a result of higher staff costs driven by a rise in staff numbers, as the branch network was expanded, and wage inflation. The increase included restructuring costs of US\$16m across the region as initiatives taken as a result of the strategic review of costs to drive future revenue growth were implemented. Marketing and advertising costs also

rose as we increased investment in the promotion of the HSBC brand, including at the Abu Dhabi International and Dubai International airports. Excluding restructuring costs, expenses were broadly in line with the second half of 2010.

Profit from associates and joint ventures increased by 60%, mainly from the Saudi British Bank, driven by strong revenues, good cost control and a decline in loan impairment charges as operating conditions improved.

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HSBC HOLDINGS PLC

Interim Management Report (continued)*Profit/(loss) before tax and balance sheet data Middle East and North Africa*

	Half-year to 30 June 2011						
	Retail		Global	Global		Inter-	
	Banking	Commercial	Banking	Private	Other	segment	Total
	and Wealth Management US\$m	Banking US\$m	and Markets US\$m	Banking US\$m	US\$m	elimination ⁵² US\$m	US\$m
<i>Profit/(loss) before tax</i>							
Net interest income	253	243	174	1	3	(1)	673
Net fee income/(expense)	90	135	96	8	(2)		327
Trading income/(expense) excluding net interest income	30	48	129		(1)		206
Net interest income on trading activities	1	7	22			1	31
Net trading income/(expense) ⁴⁵	31	55	151		(1)	1	237
Net expense from financial instruments designated at fair value					(6)		(6)
Gains less losses from financial investments			(6)				(6)
Dividend income			1		1		2
Other operating income	10	7	3		43	(54)	9
Total operating income	384	440	419	9	38	(54)	1,236
Net insurance claims ⁵³							
Net operating income⁴¹	384	440	419	9	38	(54)	1,236
Loan impairment (charges)/recoveries and other credit risk provisions	(58)	(48)	6		1		(99)
Net operating income	326	392	425	9	39	(54)	1,137
Operating expenses	(263)	(155)	(148)	(12)	(50)	54	(574)
Operating profit/(loss)	63	237	277	(3)	(11)		563
Share of profit in associates and joint ventures	38	59	62	2	23		184
Profit/(loss) before tax	101	296	339	(1)	12		747

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	%	%	%	%	%	%
Share of HSBC's profit before tax	0.9	2.6	3.0	133.3	131.6	6.5
Cost efficiency ratio	68.5	35.2	35.3	133.3	131.6	46.4
<i>Balance sheet data</i> ³⁹						
	US\$m					