



## HSBC North America Holdings Inc.

### Who we are

HSBC North America Holdings Inc. is one of the ten largest bank holding companies in the United States with assets (in U.S. and Canada) of \$391 billion at 31 December 2009 (US GAAP). The company's businesses serve customers in the following key areas: personal financial services, credit cards, specialty insurance products, commercial banking, private banking, and global banking and markets.

### Line of businesses

**HSBC Bank USA, N.A.** operates more than 475 bank branches throughout the United States, with over 370 in New York state as well as branches in Connecticut, Washington, D.C., Florida, New Jersey, Pennsylvania, Maryland, Virginia, California, Delaware, Illinois, Oregon and Washington State.

HSBC Bank USA, N.A. is the principal subsidiary of HSBC USA Inc., an indirect, wholly-owned subsidiary of HSBC North America Holdings Inc. HSBC Bank USA, N.A. is a member of the FDIC.

HSBC Bank USA, N.A. serves customers in the following areas:

*Personal Financial Services* provides a broad range of financial products and services including loans, deposits, branch services and financial planning products and services. Residential mortgage loans are available through HSBC Mortgage Corporation (USA), a subsidiary of the bank. HSBC Advance, the bank's on-line banking business, offers higher-yield savings, payment accounts and CDs. HSBC Premier is the bank's global personal banking service for mass affluent and internationally mobile consumers, providing clients with seamless international banking capabilities.

*Commercial Banking* offers comprehensive domestic and international services and banking, insurance and investment products to companies, government entities and non-profit organizations. In addition to deposits and lending, services include payments and cash management, merchant services, trade and supply chain, corporate finance, global markets and risk advisory. HSBC also distributes professional insurance and provides a personal banking program for company employees. Clients are served by a dedicated relationship manager in continuous collaboration with HSBC's network of financial specialists worldwide with access to a seven-day-a-week dedicated business service line.

*Global Banking and Markets* is an emerging markets-led and financing-focused business that provides tailored financial solutions to major government, corporate and institutional clients worldwide. HSBC Global Banking and Markets has offices in more than 60 countries and territories. Managed as a global business, Global Banking and Markets offers clients geographic reach and deep local knowledge. In the United States, it offers a full range of tailored financial products and services through HSBC Bank USA, N.A. and HSBC Securities (USA) Inc.

*Private Banking* offers a wide range of wealth management and specialist advisory services for high net worth individuals and families with local and international needs, including banking, liquidity management, investment services, custody services, tailored lending, wealth planning, trust and fiduciary services, insurance, family wealth and philanthropic advisory services. In addition, HSBC Private Bank professionals are able to leverage HSBC's global capabilities, resources and expertise -- including capital markets, commercial real estate and middle market lending -- on behalf of clients to deliver services and solutions for all aspects of their wealth management needs.

**HSBC Finance Corporation**, through its subsidiaries, provides credit cards and private label credit cards, taxpayer financial services and specialty insurance products, and also services a liquidating portfolio of residential real estate loans and unsecured loans. A liquidating portfolio of auto loans is serviced by a third party.

The following are the primary businesses that make up HSBC Finance Corporation:

*Card and Retail Services* is the sixth largest provider of MasterCard and Visa credit cards in the United States. In addition, *Card and Retail Services* is the third largest issuer of private label (merchant branded) credit cards in the U.S. and also offers co-brand cards. The business has private label card relations with approximately 30 of the world's premier retailers and manufacturers such as Best Buy, Saks, Furniture Row and Yamaha.

*HSBC Insurance* provides life insurance, annuities, credit protection and many other specialty insurance products to HSBC customers in the U.S. and Canada, through a variety of distribution channels, including direct on-line sales of term life insurance with straight-through processing.

*Taxpayer Financial Services* provides tax-related financial service products through H&R Block.

*Consumer and Mortgage Lending* services a liquidating portfolio of secured and unsecured residential real estate loans.

### **Management**

Brendan McDonagh is chief executive officer of HSBC North America.

**Location**

HSBC North America is headquartered in New York City.

**Media Contacts**

Public Affairs - Mettawa, Ill, 224-544-3310; New York, NY, 212-525-6282;

Web sites: [www.us.hsbc.com](http://www.us.hsbc.com)

**HSBC Holdings plc**

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 8,000 offices in 88 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,364 billion at 31 December 2009, HSBC is one of the world's largest banking and financial services organizations. HSBC is marketed worldwide as "the world's local bank."

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