

HSBC Structured Products at a Glance

Buffered Accelerated Market Participation Securities™



Key Features



Downside Protection will be a Buffer, when note is held to maturity



Term for these notes tend to be medium term, often between 1 and 3 years



Reference Assets, usually a benchmark index ETF, such as S&P 500

Unique Feature - Enhanced Participation

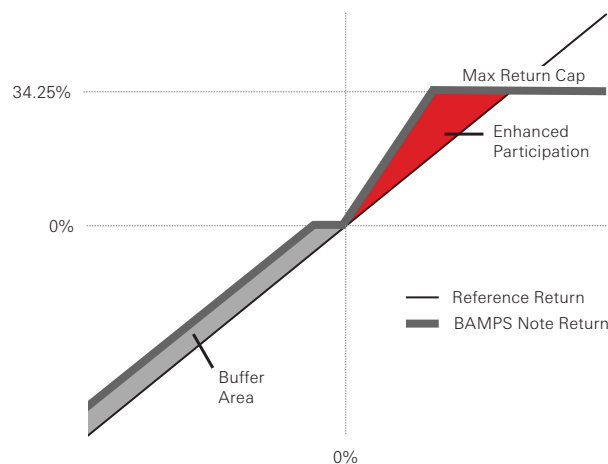
Buffered Accelerated Market Participation Securities, or BAMPS, offer enhanced participation in the reference asset, which can be 150% to 300%.

Payoff Example

Hypothetical Note Terms

Buffer	-10%
Upside Participation	+200%
Return Cap	34.25%
Term	2.5 Years

Hypothetical Payoff Graph



Hypothetical Payoff Scenarios

Reference Return	Participation in Reference Return	Note Return
60%	Note return subject to maximum return cap of 34.25%	34.25%
15%	Enhanced participation of 200% up to maximum return cap	30%
-9%	Downside protection when the reference return is below initial level but above buffer	0%
-20%	Downside protection when return is below the buffer level	-10%

HSBC BAMPS may be suitable for your clients who:



Have a moderately bullish view of all the underlier



Want some downside protection of their initial investment



Seeking an investment that offers the potential for enhanced returns



Not seeking an investment that provides a direct opportunity to participate in the underlying performance past the cap



Are willing to forego guaranteed interest payments, and certain benefits relating to a direct investment, such as dividends



Are comfortable holding the note to maturity, and understand there may not be an active secondary market

For More Information

If you would like to find out more information on the HSBC Dual Directional Notes, you can:

Go to your HSBC Advisor site, if you need to register visit: www.uswealth.hsbcnet.com

Contact the HSBC Structured Products Team

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