



Structured Investments in the United States

A World of Solutions for Today's Markets

HSBC Structured Investments provide an alternative or complement to traditional long-only investments, and can offer unique risk-return profiles to address investment objectives, such as risk management, periodic income, and the potential for enhanced returns.

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New Tools for a New World

In today's dynamic and ever-changing financial markets, investors face a growing number of challenges in achieving their investment objectives.

How do you successfully:

Manage risk

Generate yield

Gain access to new markets

Diversify your portfolio

Structured Investments can address these common wealth management concerns, helping you stay engaged in the markets and keeping your portfolio working for you.

Within this site you'll find details of past HSBC offerings as well as useful resources like brochures and product presentations to help you better understand the many investment opportunities available to you, how various products work and the risks related to various products.

What are Structured Investments?

A large and growing market	Issued in the form of Certificates of Deposit and registered notes	Enhancements to a traditional asset allocation
Over USD54 billion issuance in the U.S. in 2010, with 2011 issuance on track to be even higher. Source: Structured Retail Products, 2011	Forego the interest payment on a traditional bond in exchange for a market linked return	Use them as a complement or alternative to traditional stock and bond holdings

Why use Structured Investments?

Structured Investments allow you to access the potential of the markets in a way that suits you.



Yield enhancement

- Potential to earn above-market interest payment in a low interest environment, as compared to traditional fixed income investments

Risk management

- Explore new asset classes with varying levels of minimum repayment, subject to issuer credit risk

Potential outperformance

- Used to express bullish, bearish, or range-bound views
- Tactical

Examples

A depositor, frustrated with the low yields on traditional CDs, seeks the potential to earn a higher return while getting the FDIC protection offered by a CD. He purchases a Market-Linked CD tied to a broad US equity index that provides a small minimum interest payment each year as well as the potential for a larger payment at maturity based on the performance of an underlying index.

Like a traditional CD, it will repay the original amount invested at maturity, subject to issuer credit risk, and is eligible for FDIC insurance up to statutory limits.

A retiree who is generally bullish on international equity markets but concerned about potential loss of principal purchases a Note linked to a basket of global equity indices.

At maturity, the Note provides for repayment of principal, subject to issuer credit risk, as well as degree of upside participation in the underlying basket of indices.

An investor is interested in participating in the potential growth of emerging economies but is also concerned about entering into new and unfamiliar markets without any downside protection.

He purchases a Buffered Accelerated Market Participation Security linked to a broad emerging markets equity index that provides for a degree of downside protection and also leveraged upside participation, subject to a maximum return cap and the credit risk of the issuer.

Find out more about Structured Investments in the United States

[Contact us](#)

Or call us toll free at 1-855-472-2967 for more help and information.

HSBC ranks #1 again...

For the third consecutive year, HSBC is #1 in the industry's benchmark study conducted by Greenwich Associates, ranking:

- 1st in Overall Service Quality
- 1st in Overall Market Penetration



Thank you to our clients, for the ongoing support and loyalty.

Source: 2009-2011 U.S. Retail Structured Products Study, Greenwich Associates.

Access to Morningstar's wide-moat stocks

In an insured certificate of deposit

[Find out more >](#)



Today's investors use new tools to stay engaged in the market

Learn more about how various types of Structured Investments may be used to pursue objectives such as risk management, enhanced income, or efficient access.



Brochures



Market Linked CD Brochure

HSBC Market-Linked CDs provide investors with investment strategies to address portfolio risk and diversification.

[Click here for brochure](#)



Emerging Markets Brochure

Using Structured Investments to access the world's emerging economies.

[Click here for brochure](#)



Buffered Accelerated Market Participation Securities Brochure

Invest with confidence.

[Click here for brochure](#)



Accelerated Market Participation Securities (AMPS) Brochure

Unlock the potential for enhanced market returns.

[Click here for brochure](#)



HSBC: An Overview

[Click here for brochure](#)

Links

[Primer on FDIC Insurance >](#)

Like traditional deposits, Market-Linked CDs are FDIC insured up to applicable limits. Please note that registered notes are not FDIC insured.

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Search CUSIP / ISIN

Year of issuance:

All

Asset classes:

All

Payoff type:

All [< Prev 10](#) | [< Prev](#)[Next >](#) | [Next 10 >](#)CUSIP / Product Asset class Payoff Issuance
date Maturity
date Final
documentation [< Prev 10](#) | [< Prev](#)[Next >](#) | [Next 10 >](#)

In an insured certificate
of deposit

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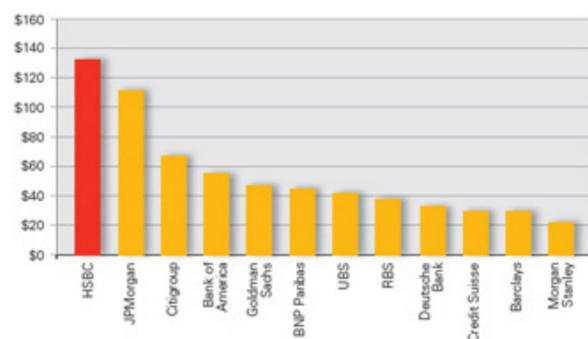


For the Base Disclosure Statement for CD offerings, please call our team toll free at 1-855-472-2967.

When choosing an issuer, size and strength matter

With assets totalling USD2.691 trillion as of 30 June 2011, HSBC is one of the world's largest banking and financial services organizations and its truly international network of approximately 7,500 offices spans 87 countries and territories across the globe.

Market Capitalization in USD billions



HSBC's global presence



Source: Bloomberg, as of 10 October 2011

HSBC in the US

In the US, HSBC is one of the ten largest bank holding companies by assets*. HSBC structured investments issued in the U.S. are backed by either HSBC Bank USA, N.A. or HSBC USA Inc., both of which are wholly owned subsidiaries of HSBC Holdings plc and have the following credit ratings**:

S&P	HSBC Bank USA, N.A.	HSBC USA Inc
Long Term Local Issuer Credit Rating	AA-	A+

Fitch	HSBC Bank USA, N.A.	HSBC USA Inc
Long Term Bank Deposits Rating	AA	n/a
Senior Unsecured Debt Rating	AA	AA

Moody's	HSBC Bank USA, N.A.	HSBC USA Inc
Issuer Rating	Aa3	n/a
Long Term Bank Deposits Rating	Aa3	n/a
Senior Unsecured Debt Rating	Aa3	A1

Source: Bloomberg, as of 30 November 2011

*Source: FFEIC, as of 30 June 2011

**A credit rating reflects the creditworthiness of the respective entity and is not indicative of the market risk associated with any investment nor is it a recommendation to buy, sell or hold any investment, and it may be subject to revision or withdrawal at any time by the assigning rating organization. Each rating should be evaluated independently of any other rating.

HSBC Structured Investments Team

With an emphasis on superb client service, HSBC's Structured Investment platform is built on a multi-asset class offering (equities, fx, rates, and precious metals), and a focus on leveraging HSBC's strong and unique global reach into domestic, international, and emergin markets.

Our one-stop-shop approach means that our large team of experienced sales professionals will work with you to help you understand the benefits and risks of our offerings – offerings that span across asset classes and come in the form of vehicles like: Certificates of Deposit, Registered Notes, or Medium Term Notes.

The HSBC Structured Investments team is proud to have been recognized by the industry's benchmark survey, conducted by Greenwich Associates, for the past two years for:

- Best Structured Products Brand
- #1 in Overall Service

Source: 2010/2009 Greenwich Associates Retail Structured Products Third-Party Distribution Study – U.S.

Risks Related to Investing in Structured Investments

Investing in our Structured Investments involves risks. You should consider carefully the risks and all of the information contained in or incorporated by reference in the relevant offering documents for the Structured Investments before deciding whether to purchase any Structured Investment. In addition, you should carefully consider, among other things, the matters discussed under 'Risk Factors' in HSBC USA Inc.'s most recent Annual Report on Form 10-K and Quarterly Reports on Form 10-Q and in other documents that it subsequently files with the SEC.

The returns on HSBC structured investments are linked to the performance of various market measure underliers. Investing in a structured investment is not equivalent to investing directly in the underlier. Before investing, clients should carefully read the offering documents for the specific issuance which will explain the terms of the issuance as well as the risks related to the issuance. An investment in structured investments involves risks. These risks will depend on the terms of the specific issuance and the nature of the underlying market measure and could include: fluctuations in the price, level or yield of the underlier, changes in interest rates, currency values or credit quality, substantial or complete loss of principal, limits on participation in appreciation of the underlying instrument, limited liquidity, exposure to HSBC credit risk and certain conflicts of interest.

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The market value of a Structured Investment may be influenced by many unpredictable factors, including market conditions affecting the underlying market measure components relevant to the specific Structured Investment. Other factors, including the actual or perceived creditworthiness of the issuer, interest rates and general economic, financial, political, regulatory or judicial events will affect the value of Structured Investment. Risks include issuer risks and for Structured Investments providing for periodic distributions, the risk of no distributions. A trading market for a particular series of Structured Investments may not develop. Affiliates of the issuers of Structured Investments and the broker-dealers distributing Structured Investments may engage in limited purchase and resale transactions. However, they are not required to do so and, if they engage in such transactions, they may stop at any time.

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