

Report Prepared On: 07/30/13

**Structured Product Details**

<b>Name</b>	Buffered Return Optimization Securities linked to S&P 500 Index
<b>Issue Size</b>	\$2.41 million
<b>Issue Price</b>	\$10
<b>Term</b>	24 Months
<b>Annualized Coupon</b>	0.00%
<b>Pricing Date</b>	July 26, 2012
<b>Issue Date</b>	July 31, 2012
<b>Valuation Date</b>	July 25, 2014
<b>Maturity Date</b>	July 31, 2014
<b>Issuer</b>	HSBC
<b>CDS Rate</b>	109.28 bps
<b>Swap Rate</b>	0.44%
<b>Reference Asset</b>	the S&P 500 Index
<b>Initial Level</b>	1,360.02
<b>Dividend Rate</b>	2.08%
<b>Implied Volatility</b>	22.10%
<b>Delta<sup>1</sup></b>	0.56
<b>Fair Price at Issue</b>	\$9.47
<b>CUSIP</b>	40433M443
<b>SEC Link</b>	<a href="http://www.sec.gov/Archives/edgar/data/83246/000114420412041759/v716619-1_424b2.htm">www.sec.gov/Archives/edgar/data/83246/000114420412041759/v716619-1_424b2.htm</a>

**Related Research**

**Research Papers:**  
[www.slcg.com/research.php](http://www.slcg.com/research.php)

- "Are Structured Products Suitable for Retail Investors?" December 2006.
- "Structured Products in the Aftermath of Lehman Brothers," November 2009.
- "What TiVo and JP Morgan Teach Us about Reverse Convertibles," June 2010.

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**Buffered Return Optimization Securities linked to S&P 500 Index**

**Description**

HSBC issued \$2.41 million of Buffered Return Optimization Securities linked to S&P 500 Index on July 31, 2012 at \$10 per note.

These notes are HSBC-branded Buffered PLUS securities that do not pay periodic coupons, but instead pay a single amount at maturity depending on the final level of the S&P 500 Index.

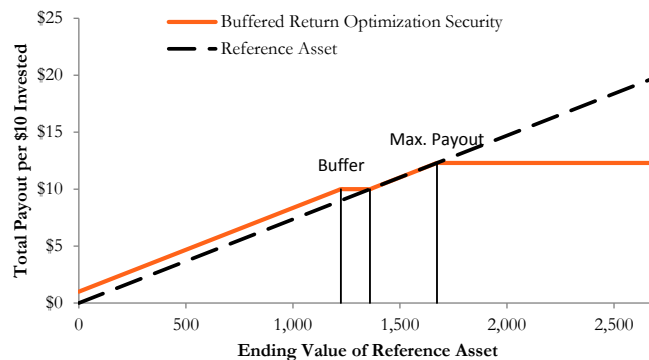
If on July 25, 2014 the S&P 500 Index level is higher than 1,360.02, but lower than 1,672.82, the notes pay a return equal to the percentage increase in the S&P 500 Index, up to a cap of 23.00%. If on July 25, 2014 the refe is below 1,360.02 but not below 1224.02, investors receive \$10 face value per note. If the S&P 500 Index level on July 25, 2014 is lower than 1224.02, investors receive face value per note reduced by the amount the reference asset is below 1224.02 as a percent of the initial level, 1,360.02.

**Valuation**

This product can be valued as a combination of a note from HSBC, one short out-of-the-money put option, one long at-the-money call option, and one short out-of-the-money call option. For reasonable valuation inputs this note was worth \$9.47 when it was issued on July 31, 2012 because the value of the options investors gave HSBC plus the interest investors would have received on HSBC's straight debt was worth \$0.53 more than the options investors received from HSBC.

There is no active secondary market for most structured products. Structured products, including this note, therefore are much less liquid than simple stocks, bonds, notes and mutual funds. Investors are likely to receive less than the structured product's estimated market value if they try to sell the structured product prior to maturity. Our valuations do not incorporate this relative lack of liquidity and therefore should be considered an upper bound on the value of the structured product.

**Payoff Curve at Maturity**

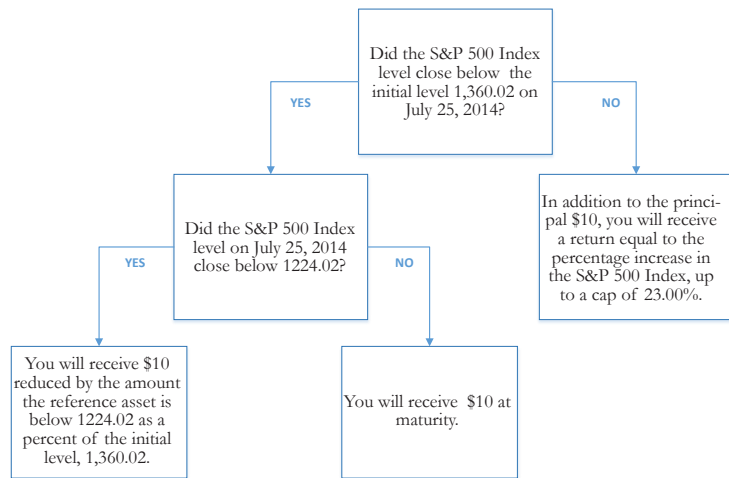


The payoff diagram shows the final payoff of this note given the S&P 500 Index level (horizontal axis). For comparison, the dashed line shows the payoff if you invested in the S&P 500 Index directly.

### Principal Payback Table

The S&P 500 Index	Note Payoff
0.00	\$1.00
136.00	\$2.00
272.00	\$3.00
408.01	\$4.00
544.01	\$5.00
680.01	\$6.00
816.01	\$7.00
952.01	\$8.00
1,088.02	\$9.00
1,224.02	\$10.00
<b>1,360.02</b>	<b>\$10.00</b>
1,496.02	\$11.00
1,632.02	\$12.00
1,768.03	\$12.30
1,904.03	\$12.30
2,040.03	\$12.30

### Maturity Payoff Diagram

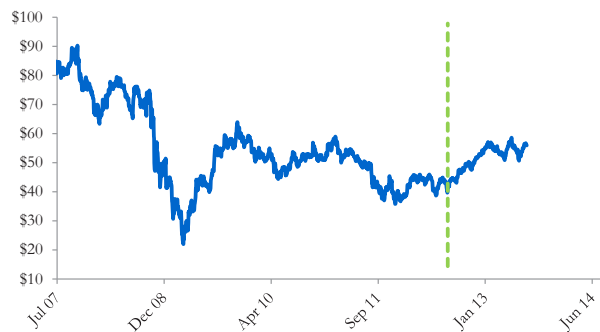


The contingent payoffs of this Buffered Return Optimization Security.

### Analysis

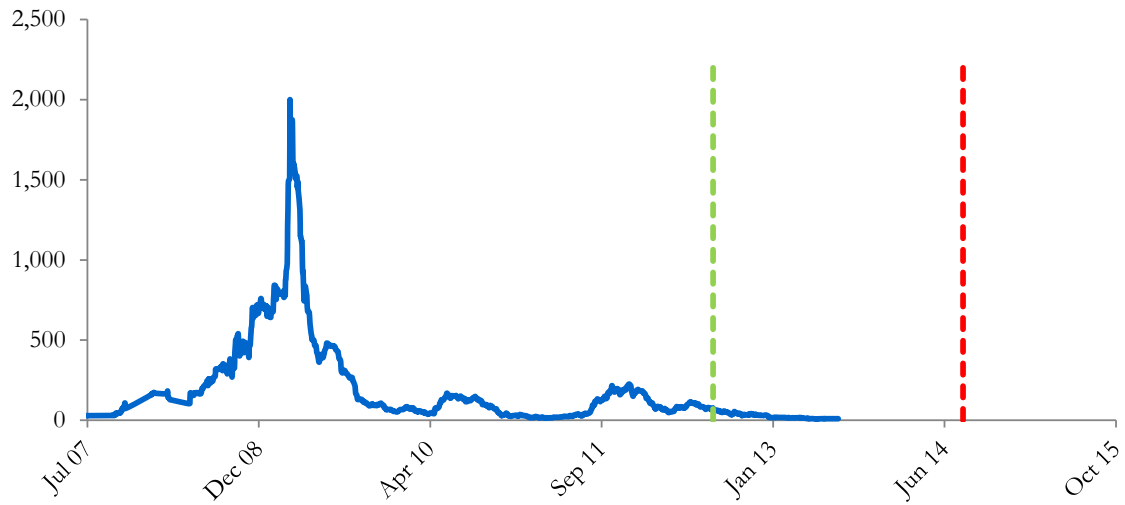
This Buffered Return Optimization Security pays investors the increase in the S&P 500 Index capped at 23.00%, but if the S&P 500 Index declines over the term of the note, investors will suffer losses equal to the percentage decline in the S&P 500 Index. In addition, investors bear the credit risk of HSBC. Investors purchasing this Buffered Return Optimization Security effectively sell at-the-money put and out-of-the-money call options to HSBC, buy at-the-money call options, and a zero-coupon note from HSBC. This Buffered Return Optimization Security is fairly priced if and only if the market value of the options investors received from HSBC equals the market value of the options investors gave HSBC plus the interest investors would have received on HSBC's straight debt.

### HSBC's Stock Price



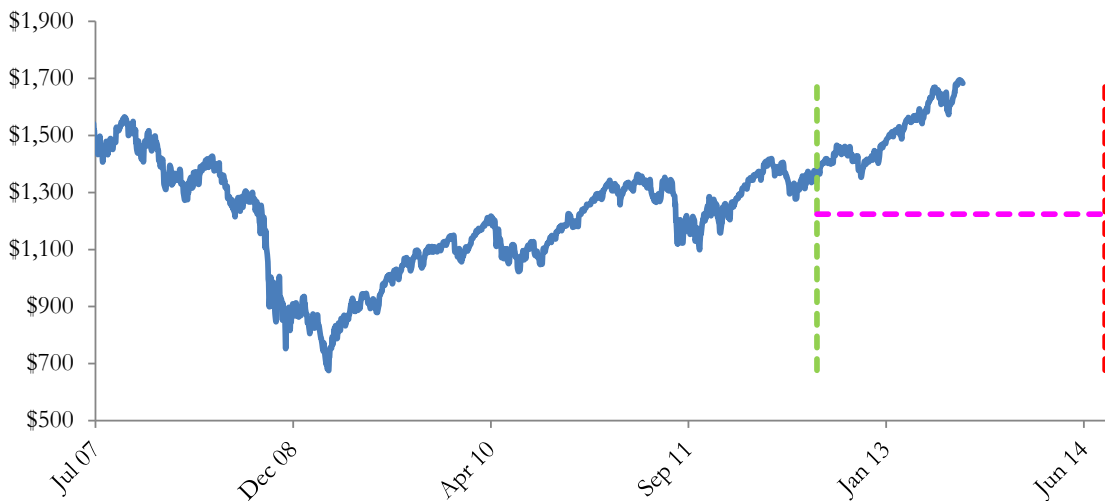
The graph above shows the adjusted closing price of the issuer HSBC for the past several years. The stock price of the issuer is an indication of the financial strength of HSBC. The adjusted price shown above incorporates any stock split, reverse stock split, etc.

### HSBC's CDS Rate



Credit default swap (CDS) rates are the market price that investors require to bear credit risk of an issuer such as HSBC. CDS rates are usually given in basis points (bps). One basis point equals 0.01%. Higher CDS rates reflect higher perceived credit risk, higher required yields, and therefore lower market value of HSBC's debt, including outstanding Buffered Return Optimization Security. Fluctuations in HSBC's CDS rate impact the market value of the notes in the secondary market.

### The S&P 500 Index Level

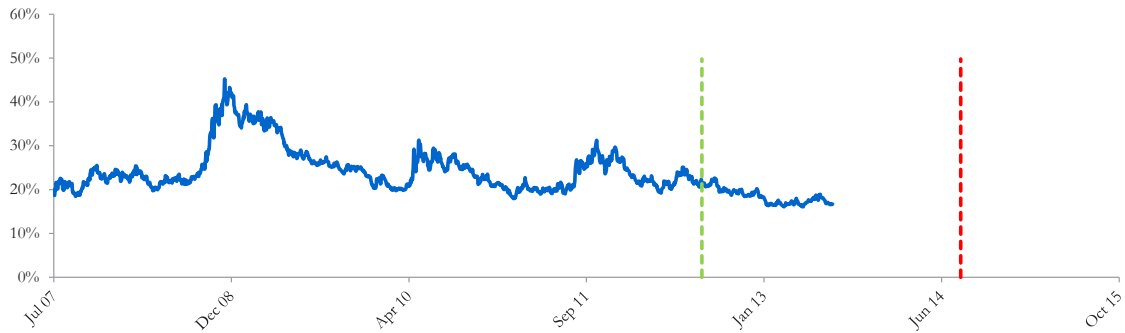


The graph above shows the historical levels of the S&P 500 Index for the past several years. The final payoff of this note is determined by the S&P 500 Index level at maturity. Higher fluctuations in the S&P 500 Index level correspond to a greater uncertainty in the final payout of this Buffered Return Optimization Security.

### Realized Payoff

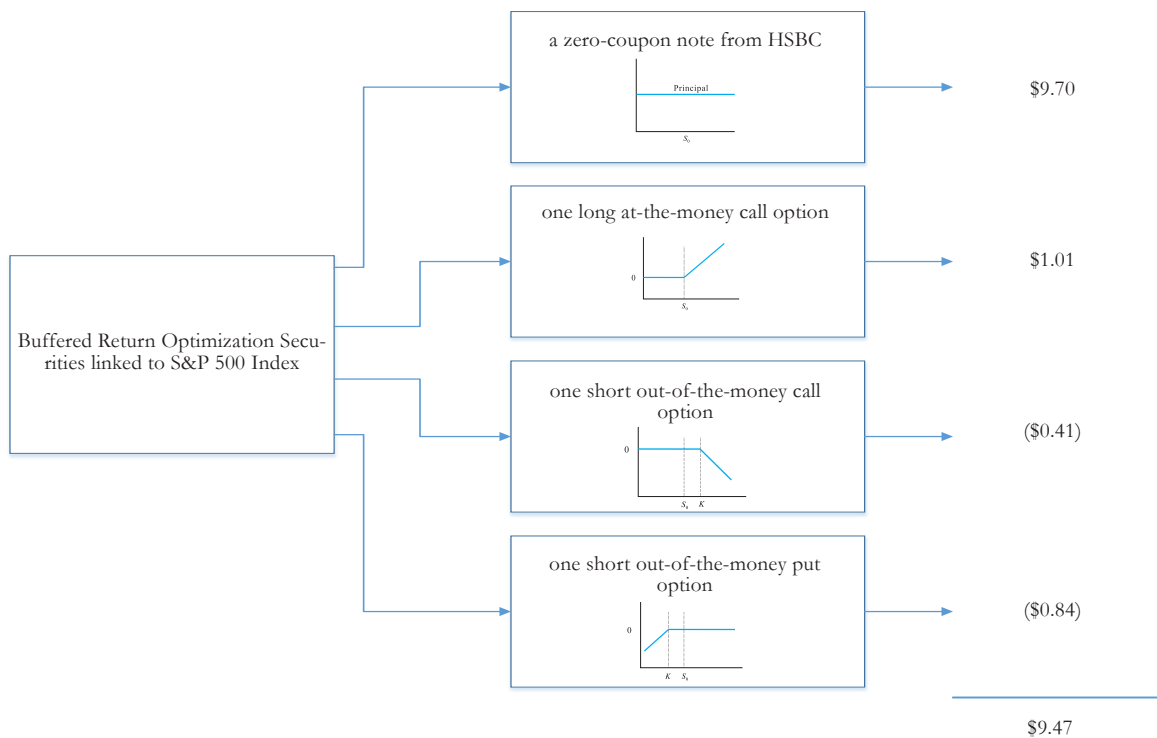
This product will mature on July 31, 2014.

## Reference Asset The S&P 500 Index's Implied Volatility



The annualized implied volatility of the S&P 500 Index on July 26, 2012, was 22.10%, meaning that options contracts on the S&P 500 Index were trading at prices that reflect an expected annual volatility of 22.10%. The higher the implied volatility, the larger the expected fluctuations of the S&P 500 Index level and of the Note's market value during the life of the Notes.

## Decomposition of this Buffered Return Optimization Security



This note can be decomposed into different components, and each component can be valued separately. The chart above shows the value of each component of this Buffered Return Optimization Security.

1. Delta measures the sensitivity of the price of the note to the S&P 500 Index level on July 26, 2012.
2. CDS rates can be considered a measure of the probability that an issuer will default over a certain period of time and the likely loss given a default. The lower the CDS rate, the lower the default probability. CDS rate is given in basis points (1 basis point equals 0.01%), and is considered as a market premium, on top of the risk-free rate, that investors require to insure against a potential default.
3. Fair price evaluation is based on the Black-Scholes model of the S&P 500 Index on July 26, 2012.
4. Calculated payout at maturity is only an approximation, and may differ from actual payouts at maturity.
5. Our evaluation does not include any transaction fees, broker commissions, or liquidity discounts on the notes.