

HSBC HOLDINGS PLC  
Form 6-K  
May 30, 2013

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 May  
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-.....).

30 May 2013

HSBC HOLDINGS PLC  
FIRST INTERIM DIVIDEND FOR 2013  
SCRIP DIVIDEND ALTERNATIVE

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On 7 May 2013, the Directors of HSBC Holdings plc declared a first interim dividend for 2013 of US\$0.10 per ordinary share payable on 11 July 2013 to holders of record on 23 May 2013 on the Hong Kong Overseas Branch Register and 24 May 2013 on the Principal Register in the United Kingdom or the Bermuda Overseas Branch Register. The dividend is payable in cash in United States dollars, sterling or Hong Kong dollars, or a combination of these currencies, with a scrip dividend alternative. The 'Market Value' for the issue of new shares under the scrip dividend alternative is:

US\$11.1545 for each new share

The 'Market Value' is the United States dollar equivalent of £7.4126 being the average of the middle market quotations for the ordinary shares on the London Stock Exchange as derived from the Daily Official List for the five business days beginning on 22 May 2013.

Dividends payable in cash in sterling or Hong Kong dollars on 11 July 2013 will be converted from United States dollars at the forward exchange rates quoted by HSBC Bank plc in London at or about 11.00am on 2 July 2013. These exchange rates will be announced to the London, Hong Kong, New York, Paris and Bermuda stock exchanges.

Particulars of the dividend arrangements will be sent to shareholders on or about 6 June 2013 and elections must be received by the Registrars by 27 June 2013.

R G Barber  
Group Company Secretary  
HSBC Holdings plc

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Note to editors:

HSBC Holdings plc  
HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 6,600 offices in over 80 countries and territories in Europe, the Asia-Pacific region, North and Latin America, and the Middle East and North Africa. With assets of US\$2,681bn at 31 March 2013, the HSBC Group is one of the world's largest banking and financial services organisations.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

HSBC Holdings plc

By:

Name: P A Stafford

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Title: Assistant Group Secretary

Date: 30 May 2013