HSBC HOLDINGS PLC Form 6-K July 27, 2006

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 July, 2006

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 X 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 X

(If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-)

The following is the text of an advertisement which is to be published in the press in Malta on 28 July 2006 by HSBC Bank Malta p.l.c., a 70.03 per cent indirectly-held subsidiary of HSBC Holdings plc.

HSBC Bank Malta p.l.c. Half-Yearly Results for 2006

Review of Performance

The published figures, which have been prepared in accordance with International Financial Reporting Standards for interim financial statements (IAS 34 'Interim Financial Reporting'), have been extracted from HSBC Bank Malta p.l.c.'s unaudited group management accounts for the six months ended 30 June 2006. The half-yearly results are being published in terms of Chapters 8 and 9 of the Listing Rules of the Listing Authority - Malta Financial Services Authority and the Prevention of Financial Markets Abuse Act 2005. These figures have been drawn up according to the accounting policies used in the preparation of the annual audited accounts.

All figures are stated in Maltese lira, the functional currency of HSBC Bank Malta p.l.c. The euro exchange rate ruling on 30 June 2006 was EUR1=Lm0.4293. The US dollar and sterling exchange rates ruling on the same day were US\$1=Lm0.3375 and GBP1=Lm0.6196. Average exchange rates for 2006 for euro, US dollar and sterling were EUR1=Lm0.4293, US\$1=Lm0.3491 and GBP1=Lm0.6251.

HSBC Bank Malta p.l.c. and its subsidiaries recorded a profit before tax of Lm20.6 million for the six months ended 30 June 2006 which represents an increase of 11.3 per cent over the Lm18.5 million earned during the same period in 2005.

- Profit after tax attributable to shareholders of Lm13.4 million, an increase of 11.0 per cent over the Lm12.1 million earned during the same period in 2005.
- Net interest income increased by 7.1 per cent over prior year to Lm22.8 million.
- Non-interest income increased by 24.8 per cent, contributing Lm15.1 million to net operating income.
- Administrative expenses increased by 8.8 per cent, primarily due to higher performance-based compensation for all staff. However, the cost: income ratio improved from 47.5 per cent to 45.5 per cent.
- Risk provisions were at low levels supported by an unchanged conservative policy in the assessment of credit risk and effective risk management. Impaired loans reduced from Lm61.7 million to Lm58.8 million.
- Customer deposits increased to Lm1,407.2 million at 30 June 2006 compared with Lm1,367.2 million at 31 December 2005. Funds, life insurance contracts and amounts under custody increased by Lm53.0 million in aggregate during the period.
- Loans and advances to customers increased to Lm1,075.2 million at 30 June 2006 up Lm59.1 million or 5.8 per cent over 31 December 2005.
- Total assets of Lm1.71 billion at 30 June 2006 when compared with Lm1.66 billion at 31 December 2005.
- Earnings per share for the first six months ended 30 June 2006 increased to 4.6 cents compared to 4.1 cents for the first six months of 2005. Comparative data has been adjusted for the April 2006 three-for-one bonus share issue.
- Return after tax on capital employed increased to 10.9 per cent compared with 8.3 per cent for the first six months of last year.

Shaun Wallis, Director and Chief Executive Officer of HSBC Bank Malta p.l.c., said:

"Our results for the first six months reflect continued business growth in all customer groups and across all product lines. Our focus continues to be on

maximising customer relationships.

"The Board is recommending an interim gross dividend of 5.3 cents per share (3.4 cents net of tax) which equates to a cash payment of Lm10.1 million. This will be paid on 17 August 2006, to shareholders who are on the bank's register of shareholders as at 4 August 2006.

"We would like to thank our customers for their business during the first six months of this year, to thank our staff for their continued high level of customer service and to thank the community for their support.

"We remain optimistic about economic activity and HSBC's business prospects in Malta."

HSBC Bank Malta p.l.c. is a member of the HSBC Group, whose ultimate parent company is HSBC Holdings plc. Headquartered in London, HSBC Holdings plc is one of the largest banking and financial services organisations in the world. The HSBC Group's international network comprises over 9,500 offices in 76 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa.

Income Statement for the period 1 January 2006 to 30 June 2006

	Group		Bank	
	6 mths	6 mths	6 mths	6 mths
	to	to	to	to
	30/6/06	30/6/05	30/6/06	30/6/05
	Lm000	Lm000	Lm000	Lm000
Interest receivable and				
similar income				
- on loans and advances				
and balances				
with Central Bank				
of Malta and				
Treasury Bills	32,542	29,430	31,736	27 , 877
- on debt and other				
fixed income instruments	4,729	5 , 536	5 , 155	6 , 232
Interest payable	(14,464)	(13,671)	(14,685)	
Net interest income	22 , 807	21,295	22,206	20,301
Fees and commissions	6 720	F F 0.7	5 167	4 407
receivable	6 , 738	5 , 587	5 , 167	4,427
Fees and commissions	(445)	(250)	(220)	(007)
payable	(445)	(359)	(338)	(287)
Net fee and commission	C 202	F 000	4 000	4 140
income	6,293	5,228	4,829	4,140
Dividend income	32	38	357	338
Trading profits	3,525	3,598	3,525	3,607
Net income from insurance				
financial instruments				
designated at fair value				
through profit or loss	1,147	3,860	_	_
Net gains on disposal				
of non-trading				
financial instruments	2,293	1,221	2,293	1,267
Net earned insurance				
premium	7,327	8,305	_	_
Other operating income	1,415	677	508	2

Total operating income	44,839	44,	222 33,	718 29,655
Net insurance claims incurred and movement				
in policyholders'	46.065	, , , , , ,	0.5.53	
liabilities	(6,965		857)	710 20 655
Net operating income	37,874	33,	365 33,	718 29,655
Employee				
compensation				
and benefits	(10,668) (9,	938) (10,	198) (9,478)
General and	, ,		, , ,	, , , ,
administrative				
expenses	(5,088) (4,	472) (4,	815) (4,233)
Depreciation	(1,188) (1,	127) (1,	176) (1,105)
Amortisation				
of intangible				
assets	(286) ([296]	(243) (262)
Net operating income before				
impairment reversals				
and provisions	20,644	17,	532 17,	286 14,577
Net impairment				
reversals	54		953	14 938
(Provisions)/reversals				
for liabilities				
and other charges	(130		1	- 1
Profit before tax	20,568			300 15,516
Tax on profit	(7,136) (6,	396) (5,	712) (5,297)
Profit for the	12 420	1.0	000 11	F00 10 010
period	13,432	12,	090 11,	588 10,219
Profit attributable				
to shareholders				
of the bank	13,419	12,	090 11,	588 10,219
Profit attributable				
to minority				
interest	13		_	
Earnings per share	4.6	C	4.1c	4.0c 3.5c
Earnings per snare	4.0	C	4.10	4.00 3.30
Balance Sheet At 30Jun06				
	Gro	up		Bank
	30/6/06	31/12/05	30/6/06	31/12/05
	Lm000	Lm000	Lm000	Lm000
Assets				
Balances with Central Bank				
of Malta, treasury				
bills and cash	105,658	77,121	105,658	77,118
Cheques in course of	E 0.4E	0 707	F 04F	0 707
collection Financial assets held	5,245	9,727	5,245	9 , 727
	2 621	2 007	2 621	2 007
for trading Financial assets	3,631	3 , 907	3,631	3,907
designated at fair value				
through profit or loss	101,410	93,131	_	-
Investments	183,610	224,500	183,608	254,468
Loans and advances	,	, 000	,	,
to banks	160,594	162,882	161,332	202,332
Loans and advances	,	•	•	•
to customers	1,075,192	1,016,084	1,075,245	937,813

Shares in subsidiary				
companies	_	_	9,682	20,350
Intangible assets	10,240	9,433	754	829
Property, plant				
and equipment	29 , 259	29 , 746	29 , 274	29 , 755
Investment property	2,911	961	1,950	_
Assets held for sale	4,455	4,918	4,519	5,864
Current tax recoverable	_	1,895	_	1,607
Deferred tax asset	_	_	925	_
Other assets	10,159	8,701	3,503	2,699
Prepayments and	10.010	10.000	10.004	10 045
accrued income	13,840	12,868		
Total assets	1,706,204	1,655,8/4	1,598,360	1,559,414
Liabilities				
Financial liabilities				
held for trading	4,311	4,050	4,331	
Amounts owed to banks	32,082			22,667
Amounts owed to customers	1,407,231		1,420,097	1,381,683
Debt securities in issue	-	12	-	_
Provision for current tax	3,653		3,861	- 2.4.0
Deferred tax liability	3,589	3,843	_	349
Liabilities to customers	7 065	0 007		
under investment contracts Liabilities under insurance	7 , 865	8 , 297	_	_
contracts issued	92,625	86 , 275		
Other liabilities	14,419	16,755	13,544	16,192
Accruals and	14,419	10,755	13,344	10,192
deferred income	17,065	15,035	16,840	14,942
Provisions for liabilities	17,000	13,033	10,010	11,012
and other charges	155	25	25	25
Total liabilities	1,582,995		1,490,780	
	_,,	_, -, -, -, -	_,,	_,,
Equity				
Called up share capital	36,480		36,480	
Revaluation reserves	10,568	•	10,568	13,041
Other reserve		4,242	_	4,242
Retained earnings	76,161	104,906	60,532	93,103
Equity attributable				
to shareholders	123,209		107,580	119,506
Minority interest	100.000	328	107 500	110 506
Total equity	123,209	131,701	107,580	119,506
Total liabilities	1 706 004	1 655 074	1 500 260	1 550 414
and equity	1,706,204	1,655,874	1,598,360	1,559,414
Memorandum items				
Contingent liabilities	52,329	51,513	52,339	51,523
Commitments	414,151	401,216	414,151	412,044
	,	, -	,	,

The interim financial statements were approved by the Board of Directors on $27\ \mathrm{July}\ 2006$ and signed on its behalf by:

Albert Mizzi, Chairman

Shaun Wallis, Chief Executive Officer

Statement of Changes in Equity for the period 1 January 2006 to 30 June 2006

Attributable to shareholders of the bank

	Called up	Reval-				
	share	uation	Other	Retained		Minority
	capital	reserves	reserve	earnings	Total	interest
	Lm000	Lm000	Lm000	Lm000	Lm000	Lm000
Group						
At 01Jan05 as						
previously						
stated	9,120	11,473	4,242	109,618	134,453	-
Impact of						
adoption of						
IFRS 4	_	_	-	(199)	(199)	-
At 01Jan05 as						
restated	9,120	11,473	4,242	109,419	134,254	-
Release of net						
gains on						
available-for-						
sale assets						
transferred to						
the income						
statement on						
disposal	_	(779)	_	_	(779)	_
Net fair value		•			•	
adjustments on						
investments		257	_	-	257	_
Release of		= = :			= - :	
revaluation						
reserve on						
disposal of						
property	_	52	_	(52)	_	
Net gains not		52		(2 4)		
recognised						
in the income						
		(470)		(52)	(522)	
statement	_	(470)	_	(52)	(522)	
Profit for the				12 000	10 000	
period	_	_	_	12,090	12,090	
Dividends	- 120	11 002	4 242	(6,473)	(6,473)	
At 30Jun05	9,120	11,003	4,242	114,984	139,349	
01 T 0 <i>C</i>	0 100	12 105	4 0 4 0	104 006	101 070	220
At 01Jan06	9,120	13,105	4,242	104,906	131,373	328
Release of net						
gains on						
available-for-						
sale assets						
transferred to						
the income						
statement on						
disposal	_	(1,490)	_	_	(1,490)	-
Net fair value						
adjustments on						
investments	_	(1,035)	_	_	(1,035)	-
Release of						
revaluation						
reserve on						
disposal of						
property	-	(12)	-	18	6	-
Net gains not						
recognised in						
the income						
statement	_	(2,537)	-	18	(2,519)	+
Bonus share issue	27 , 360	_	(4,242)	(23,118)	_	-

Increase in

increase in						
share capital						0.1
of subsidiary	_	_	_	_	_	91
Profit for				12 /10	12 /10	1 3
the period	_	_	_	13,419	13,419	13
Disposal of	_	_	_	_	_	(432
subsidiary Dividends	_	-	_	(19,064)	- (19,064)	(704
At 30Jun06	- 36,480	10,568	_	(19,064) 76,161	123,209	
At 300unov	36,400	10,500	-	/ O , ± O ±	123,209	
	Called up	Reval-				
	share	uation		Other	Retained	
	capital	reserves		reserves	earinings	е
Bank	Lm000	Lm000		Lm000	Lm000	
At 01Jan05	9,120	11,479		4,242	87,493	11
Release of net gains on available-for- sale assets transferred to the income statemen	nt					
on disposal Net fair value	-	(825)		-	-	
adjustments on investments	-	248		-	-	
Release of revaluation reserve on disposal		F 2			(50)	
properties Net gains not	-	52		_	(52)	
recognised in the income statement Profit for	-	(525)		-	(52)	
the period	- .	_		-	10,219	10
Dividends	-	_		-	(6,473)	(6
At 30Jun05	9,120	10,954		4,242	91,187	115
At 01Jan06	9,120	13,041		4,242	93,103	119
Release of net gains on available-for- sale assets transferred to the income						
statement on dispos Net fair value	sal –	(1,490)		-	-	(1
adjustments on investments Release of revaluation		(971)		-	_	
reserve on disposal of properties Net gains not	_	(12)		-	18	
recognised in the income statement Bonus share	nt –	(2,473)		-	18	(2
issue Effect of	27,360	_		(4,242)	(23,118)	

amalgamation					
of subsidiary	_	_	_	(1,995)	(1
Profit for					
the period	_	_	_	11,588	11
Dividends	_	_	_	(19,064)	(19
At 30Jun06	36,480	10,568	-	60 , 532	107

Cash Flow Statement for the period 1 January 2006 to 30 June 2006

	Gı	roup	Ban	k
	6 mths 30/6/06 Lm000	6 mths to 30/6/05 Lm000	6 mths to 30/6/06 Lm000	6 mths to 30/6/05 Lm000
Cash flows from operating activities				
Interest and commission				
receipts Interest and	50,101	50 , 554	39,289	38,015
commission payments	(13,966)	(13,989)	(12,911)	(12,913)
Payments to employees and				
suppliers Operating profit before changes in	(16,791)	(15,829)	(15,030)	(14,902)
operating assets/liabilities	19,344	20,736	11,348	10,200
(Increase)/decrease in operating assets: Trading instruments Reserve deposits	(392)	809	(392)	809
with Central Bank of Malta Loans and advances to banks with contractual maturity of	214	73	214	73
over three months Loans and advances	3,609	(6,513)	3,609	(6,515)
to customers Treasury bills with contractual maturity of over three	(59,557)	(49,491)	(63,937)	(55,695)
months Cheques in course of	2,000	29,907	2,000	29,907
collection Other	4,482	(866)	4,482	(866)
receivables	(578)	(1,031)	297	(938)

Increase/(decrease) in
 operating liabilities:

Amounts owed to banks with contractual maturity of over three				
months	8,752	(22,367)	8,752	(22,367)
Amounts owed	42.006	05 110	40.665	0.6.041
to customers	43,996	25,118	42,665	26,941
Other payables Net cash	(4,409)	4 , 578	(3,720)	4,262
from/(used in)				
operating				
activities				
before tax	17,461	953	5,318	(14,189)
Tax paid	(454)	(1,100)	(436)	(933)
Net cash flows				
from/(used in)				
operating	17 007	(1.47)	4 000	(15 100)
activities	17,007	(147)	4,882	(15, 122)
Cash flows from				
investing				
activities				
Dividends received	12	25	512	325
Income received	12	2.5	312	323
from financial				
instruments				
designated at				
fair value				
through profit				
or loss	1 , 579	695	-	_
Interest				
received from available-for-				
sale debt and				
other fixed				
income				
instruments	3,888	3,351	3,888	3 , 351
Interest				
received from				
held-to-maturity debt and				
other fixed				
income				
instruments	2,673	2,759	3,084	4,116
Proceeds on				
disposal of				
financial				
instruments				
designated at fair value				
through profit				
or loss	4,180	7,463	-	_
Proceeds on				
disposal of				
available-for-				
sale instruments	30,411	11,401	30,411	11,299
Proceeds on				

maturity of held-to-maturity debt and other				
fixed income instruments Proceeds on	17,189	25 , 293	47,177	25,293
<pre>disposal of property, plant and equipment</pre>	56	439	56	431
Purchase of financial instruments				
designated at fair value through profit				
or loss Purchase of available-for-	(14,185)	(14,388)	-	-
sale instuments Purchase of	(11,967)	(27,961)	(11,967)	(27,961)
property, plant and equipment and				
investment property Purchase of	(761)	(591)	(755)	(584)
intangible assets Proceeds on disposal of shares in	(171)	(344)	(168)	(52)
subsidiary company Net cash flows from investing	450	-	450	-
activities Cash flows from financing activities	33,354	8,142	72 , 688	16,218
Dividends paid Decrease in	(19,064)	(6,473)	(19,064)	(6,473)
debt securities in issue Maturity of	(12)	_	-	_
subordinated loan stock Issue of units to	-	(19,914)	-	(20,000)
minority interest Cash used in	91	-	_	_
financing activities Effect of	(18,985)	(26, 387)	(19,064)	(26,473)
amalgamation of subsidiary company on				
cash and cash equivalents Increase/(decrease)	_	-	(65,840)	-
in cash and cash equivalents Effect of exchange rate changes on	31,376	(18,392)	(7,334)	(25,377)
<pre>cash and cash equivalents Net increase/ (decrease) in</pre>	(5,447)	2,588	(5,447)	2 , 538

cash and cash				
equivalents	36,823	(20,980)	(1,887)	(27,915)
	31,376	(18 , 392)	(7,334)	(25,377)
Cash and cash				
equivalents at				
beginning of				
period	136,468	97 , 051	175 , 915	138,108
Cash and cash				
equivalents				
at end of				
period	167,844	78 , 659	168,581	112,731

Segmental Information a Class of business

		ersonal nancial	0		Corporate, investment banking		
		ervices	COI	Commercial banking		d markets	
	6 mths	6mths	6mths	6mths	6mths	6mths	
	to	to	to	to	to	to	
	30/6/06	30/0/05	30/6/06	30/6/05	30/6/06	30/6/05	
	Lm000	Lm000	Lm000	Lm000	Lm000	Lm000	
Group							
Profit before tax Segment operating							
income	18,814	16,048	12,920	11,204	6,140	6,113	
Segment impairment allowances Common costs Profit before	(20)	(174)	(56)	1,128	-	-	
tax							
	30/06/06 Lm000	31/12/05 Lm000	30/06/06 Lm000	31/12/05 Lm000	30/6/06 Lm000	31/12/05 Lm000	
Assets Segment total							
assets Average	627 , 968	582,512	631,162	610,844	447,074	462,518	
total assets	602,651	500,335	621,003	654,596	454,796	457,678	
Total equity	36,359	38,261	75 , 517	79,806	11,333	13,634	

b Geographical segments

The group's activities are carried out in Malta. There are no identifiable geographical segments or other material concentrations.

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

Title: Assistant Group Secretary

Date: 27 July, 2006