HSBC HOLDINGS PLC Form 6-K March 26, 2014

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 March 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-..............).

Profit/(loss) before tax and balance sheet data - Latin America

2013

Retail Commercial Inter-Banking Banking Global Global Other segment Total and Wealth US\$m elimination49

	Management US\$m		Banking and	Private Banking	US\$m	US\$m	US\$m
			Markets				
			US\$m	US\$m			
Profit/(loss) before tax							
Net interest income/(expense).	3,776	1,828	775	24	(12)	(205)	6,186
Net fee income	0.52	5.40	1.00	22	4		1.701
	952	548	168	32	1	-	1,701
Trading income/(expense) excluding net interest income	. 138	117	456	4	(4)	_	711
Net interest income on trading activities					()		
	_	_	20	_	-	205	225
Net trading income/(expense)44	138	117	476	4	(4)	205	936
Changes in fair value of long- term debt issued and related derivatives							
Net income from other financial instruments designated at	_	_	-	-	_	_	-
fair value	. 264	61	1	-	_	-	326
Net income from financial instruments designated at	264	<i>C</i> 1					226
fair value	. 264	61	1	_	_	_	326
financial investments Dividend income	. –	1	81	-	_	-	82
Net earned insurance	5	3	1	-	-	-	9
premiums	1,464	360	6	_	_	_	1,830
Other operating income	312	485	310	1	196	(189)	1,115
Total operating income	6,911	3,403	1,818	61	181	(189)	12,185

Net insurance claims50	(1,323)	(291)	(3)	_	_	- (1,617)
Net operating income4	5,588	3,112	1,815	61	181	(189) 10,568
Loan impairment charges and other credit risk provisions .	(1,552)	(1,062)	(52)	-	_	- (2,666)
Net operating income	4,036	2,050	1,763	61	181	(189) 7,902
Total operating expenses	(3,610)	(1,586)	(596)	(60)	(267)	189 (5,930)
Operating profit/(loss)	426	464	1,167	1	(86)	- 1,972
Share of profit in associates and joint ventures	_	_	_	-	_	
Profit/(loss) before tax	426	464	1,167	1	(86)	- 1,972
Share of HSBC's profit before tax Cost efficiency ratio	% 1.9 64.6	% 2.0 51.0	5.2	_	% (0.4) 147.5	% 8.7 56.1
Balance sheet data40	LIC¢	HC¢	LICO	1100	IIC¢	LICO
Loans and advances to customers (net)	US\$m 13,616	US\$m 19,923		US\$m 75	US\$m -	US\$m 43,920
Total assets	30,584	30,001	52,977	337	634	(534) 113,999
Customer accounts	23,943	16,593	11,804	1,859	_	54,199
				2012		
	Retail	Commercial	C1-1-1	2012	Oth.	Inter-

Banking

US\$m

and Wealth

Management

Banking

US\$m

Global

Banking

and

Global

Private

Other

US\$m

Total

US\$m

segment

elimination49

US\$m

Markets Banking

			US\$m	US\$m			
Profit/(loss) before tax							
Net interest income/(expense).	4,145	2,173	993	30	(2)	(355)	6,984
Net fee income	873	622	207	33	-	-	1,735
Trading income excluding net interest income Net interest income on trading activities	85	99	398	3	1	-	586
	-	-	29	-	1	355	385
Net trading income44	85	99	427	3	2	355	971
Changes in fair value of long- term debt issued and related derivatives	-	_	-	-	-	_	_
Net income from other financial instruments designated at fair value	503	163	1	-	-	-	667
Net income from financial instruments designated at fair value	503	163	1	-	-	-	667
Gains less losses from financial investments	75	21	131	-	-	-	227
Dividend income Net earned insurance	9	5	1	-	-	-	15
premiums Other operating income/	1,985	450	17	-	-	-	2,452
(expense)	309	(9)	6	3	134	(190)	253
Total operating income	7,984	3,524	1,783	69	134	(190)	13,304
Net insurance claims50	(1,875)	(469)	(9)	-	-	-	(2,353)

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Net operating income4	6,109	3,055	1,774	69	134	(190) 10,951
Loan impairment charges and other credit risk provisions .	(1,541)	(581)	(13)	(2)	-	- (2,137)
Net operating income	4,568	2,474	1,761	67	134	(190) 8,814
Total operating expenses	(3,960)	(1,723)	(608)	(47)	(282)	190 (6,430)
Operating profit/(loss)	608	751	1,153	20	(148)	- 2,384
Share of profit in associates and joint ventures	-	-	-	-	-	
Profit/(loss) before tax	608	751	1,153	20	(148)	- 2,384
CI CHODOL C.	%	%	%	%	%	%
Share of HSBC's profit before tax	2.9	3.6	5.6	0.1	(0.7)	11.6
Cost efficiency ratio	64.8	56.4	34.3	68.1	210.4	58.7
Balance sheet data40	US\$m	US\$m	US\$m	US\$m	US\$m	US\$m
Loans and advances to customers (net)	17,236	25,379	10,903	91	-	53,609
Total assets Customer accounts	36,141	35,507	58,272	570	1,110	(323) 131,277
	28,688	20,834	12,604	4,430	-	66,556

For footnotes, see page 132.

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: Ben J S Mathews

Title: Group Company Secretary

Date: 25 March 2014