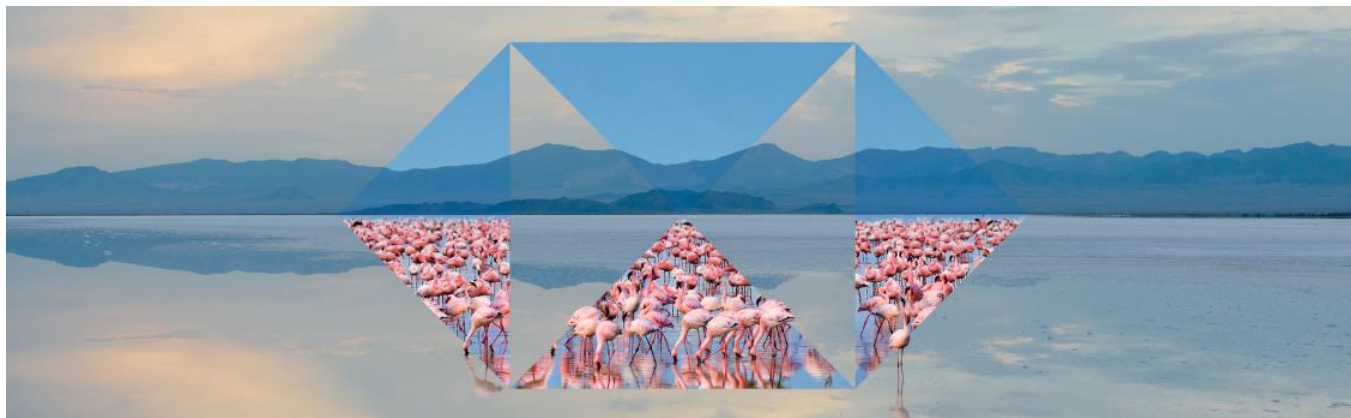


# Investor Bulletin



## Interview with Regional Head of Global Trade and Receivables Finance, HSBC Asia-Pacific



**Ajay Sharma** is the Regional Head of Global Trade & Receivables Finance for HSBC in Asia Pacific. In his role, he is responsible for managing and growing the bank's trade and supply chain franchise across Asia Pacific, as well as driving HSBC's Regional Receivables Finance & Commodity and Structured Trade Finance (CSTF) businesses.

Prior to this role, Ajay was Global Co-Head of International Subsidiary Banking (ISB), based in Hong Kong with responsibility for the Asia-Pacific.

Ajay joined HSBC in October 2014, after working for 26 years with Citigroup in India, London, Singapore and Tokyo.

**HSBC is the leading trade bank in Asia Pacific and has been recognised by Euromoney as the market leader in trade finance in the region for two consecutive years. How did the business fare in 2020?**

HSBC's Global Trade and Receivables Finance (GTRF) business in Asia Pacific processes roughly five million transactions per year. We are present in 19 markets in the region; we serve a wide range of customers, from SMEs to the largest multinationals in the world; so we get a view into a broader set of transactions than our peers.

When we compared our monthly data from 2020 with 2019, we saw a "V". Transaction counts fell significantly in April and May – when the world was hit with a supply shock, followed by a demand shock. In June, transaction counts increased as China came back online.

*Continued on page 2 ...*

### Useful Links

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- [HSBC Investors](#)
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- [Financial Calendar](#)
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- [Investor information in Chinese 投資者資訊 \(中文\)](#)
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### HSBC 1Q21 Results

We will publish our 1Q21 results on **Tuesday 27<sup>th</sup> April 2021**.

Click on the link **from 27<sup>th</sup> April 2021** to find and download key documents:

- [HSBC 2021 results](#)

# Interview with Regional Head of Global Trade and Receivables Finance, HSBC Asia-Pacific

... continued from page 1

HSBC's GTRF business ended the second half of the year with strong volume increases – roughly 5.5% year-on-year. The year ended very strongly as we recorded month-on-month growth in 15 of our markets in the region, signalling an impressive trade recovery in Asia Pacific.

## What are some of your other observations from 2020?

Although transaction counts have returned to 2019 levels, transaction sizes have not – the average ticket size is still roughly 10% smaller than pre-Covid. We believe customers remain cautious in terms of order quantities.

At the same time, customers are much more focused on getting working capital into their supply chains. There has been a double-digit percentage increase in the number of receivables finance and supply chain finance transactions processed by HSBC. Our receivables finance assets are at their highest level since June 2019, and our supply chain finance assets have more than doubled since 2018.

Finally, Covid has forced many customers to digitise their trade processes and bank interactions – 66% of their transactions with us are now conducted digitally. We began our journey to future-proof our business – to digitise, drive efficiency and improve customer experience – several years ago, and this has permitted HSBC to be able to service our clients better when Covid struck.

As a result of our preparedness, our net promoter score is at an all-time high, and we were voted first in 29 Asia-Pacific categories in the 2021 Euromoney Trade Finance Survey.

## What is featured in this quarter's Bulletin...

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# HSBC senior management changes



**Celine Herweijer** is appointed as Group Chief Sustainability Officer, effective July 2021.

She joins from PwC, where she has held roles including leading PwC's Global Innovation and Sustainability capability, and acting as PwC's Global Climate Change Leader.

For the detailed article: [Appointment of Celine Herweijer as Group Chief Sustainability Officer](#)

16 February 2021 | Source: HSBC.com

We recently launched HSBC Pinnacle, a new financial planning business in mainland China, which offers insurance solutions and wealth services outside of branches, bringing them direct to new customers.



Blending seamless digital experiences with the expertise and great service of our peoples sits at the very heart of our approach. The pioneering business has plans to hire 3,000 wealth professionals over a four-year period. Pinnacle is vital to our ambitions for growth and opportunity in one of the world's largest insurance and wealth markets, and supports our ambition to be the number one wealth manager in Asia in the medium to long term.

**Trista Sun** is the CEO of the HSBC Pinnacle Venture and Deputy Chair of HSBC Life Asia. Trista has been with HSBC for 16 years, splitting her time between London and Asia, responsible for Group roles such as Global COO Wealth Management, Group Head of International and Cross border, covering major wealth markets as well as key market leadership roles in HK S.A.R. and mainland China.

For the detailed article: [HSBC Pinnacle Venture](#)

3 July 2020 | Source: HSBC Insurance.com



The Saudi British Bank, in which HSBC is the largest shareholder with a 31% stake, recently announced that current HSBC Singapore CEO, **Tony Cripps**, has been appointed as its Managing Director, effective 4 April.

Tony has been CEO of our Singapore business for the past four years where he oversaw Singapore's most recent three-year country strategic plan.

Under Tony's leadership, HSBC has increased its investment into the business including key people hires, strategic technology upgrades and proposition enhancement which has resulted in strong underlying revenue growth for the franchise and the wider ASEAN business.

**Kee Joo Wong** will be appointed CEO for HSBC Singapore, subject to regulatory approval.



Kee Joo will take over as CEO of HSBC Singapore, effective 1 June. In the interim, HSBC Singapore's Chief Operating Officer, Olfert De Wit, will act as HSBC Singapore's interim CEO.

In addition to Singapore, Kee Joo has worked in key markets in a variety of roles, including the United Kingdom, Thailand, Hong Kong and mainland China.

Kee Joo's most recent role as Asia-Pacific head for Global Liquidity and Cash Management means he has strong experience in developing digital solutions for wholesale clients and supporting the trade and investment flows between China and ASEAN, which has become the world's most important commercial corridor.

# HSBC senior management changes



**Nuno Matos** is confirmed as the CEO of Wealth and Personal Banking. Nuno was the CEO of HSBC Bank plc, the UK non-ring-fenced bank, and HSBC Europe, a role he held since March 2020. In that time, he has led the transformation of our business in Europe, a region with strategic value to the Group. Prior to that, he was CEO of Mexico. He joined HSBC in 2015 as regional head of Retail Banking and Wealth Management in Latin America. Before HSBC he was Global Head of Consumer at Santander, and was previously Head of Retail and Business Banking for Santander in the USA



**Colin Bell** is appointed as CEO of HSBC Europe and HSBC Bank plc, effective February 2021.

Colin has been Group Chief Compliance Officer for the past four years and has led the Group Transformation programme since early 2020. In that role, he has been closely involved with our transformation plans for Europe, and is therefore very well placed to execute this strategic priority for the Group.



**Michael Roberts** will extend his responsibilities and take on leadership of HSBC's businesses in the US, Canada and Latin America. He is appointed CEO, US and Americas, with effect from Monday 5 April, subject to regulatory approval.

In this new role, Michael will focus on strengthening flows of business within the Americas region, deepening connectivity across the HSBC network and capturing more revenue opportunities. He will continue with his existing responsibilities as CEO of HSBC Bank USA.



**Stephen Moss** is appointed as CEO, Middle East, North Africa and Turkey (MENAT)

Stephen will relocate to Dubai and will begin the role on Sunday 4 April, subject to regulatory approval. He will continue as the HSBC executive accountable for the bank's relationship with the Saudi British Bank (SABB).



In an expansion to his current remit, **Ewen Stevenson** will assume responsibility for the Group's transformation programme, effective February 2021 and its mergers and acquisitions agenda, from April.

# News and Insight from HSBC

## Environmental, Social and Governance



HSBC's Daniel Klier examines the themes likely to dominate the run-up to the COP26 conference in November.

For the detailed article: [Five climate trends for 2021](#)  
6 January 2021 | Source: HSBC.com



HSBC has led a financing deal that will pay for sectors including construction and utilities to reduce their emissions in China and beyond.

For the detailed article: [Cutting carbon for companies](#)  
8 January 2021 | Source: HSBC.com



We are advising the UK government on its first ever sovereign green bond.

For the detailed article: [HSBC helps UK raise funds to fight climate change](#)  
3 February 2021 | Source: HSBC.com



A new climate ambition and extra support for customers and colleagues are some of HSBC's latest environmental, social and governance (ESG) highlights

For the detailed article: [We're taking action on ESG](#)  
23 February 2021 | Source: HSBC.com

## Digital and Technology Development



HSBC China has launched HSBC Community to engage and interact with existing customers and attract prospects in the mobile-first era. Supported by data analytics infrastructure, the new Community, on mobile banking and WeChat, tailors online activities for customers to stay posted, share and engage with the bank.

For the detailed article: [HSBC Community](#)  
25 January 2021 | Source: HSBC.CN.com – please note the web content is in Chinese



In Global Banking & Markets, we have launched a new chatbot, Sympricot, that uses artificial intelligence (AI) to give clients instant pricing and analytics for foreign exchange (FX) options.

For the detailed article: [HSBC launches Sympricot chatbot offering clients instant pricing for FX options](#)  
2 February 2021 | Source: HSBC GBM.com



HSBC Singapore has rolled out a series of digital wealth features which enable personal banking customers to invest seamlessly via their mobile.

For the detailed article: [Digital Investment Account](#)  
8 February 2021 | Source: HSBC Singapore.com

# News and Insight from HSBC

## Digital and Technology Development



HSBC UK has launched HSBC@Home, a new programme that supports customers in making the transition to mobile and online banking. Webinars with experts are designed to educate and upskill customers on a range of topics, from digital tools and services to fraud and financial fitness.

For the detailed article: [HSBC@Home programme](#)  
25 February 2021 | Source: HSBC.co.uk



Prospective Customers in Hong Kong can now open an HSBC multi-currency account in under 5 minutes and have access to their account and other banking services on our mobile app instantly.

For the detailed article: [HSBC HK Mobile Banking app](#)  
8 March 2021 | Source: HSBC HK.com



PayMe, our leading payment app in Hong Kong, keeps expanding and gearing up. User numbers grew 25% to over 2.3 million and we saw a 47% increase in peer-to-peer transactions over 2020. We have introduced a new split bill feature making it easier than ever for users to share a lunch bill, or chip in for a gift.

For the link: [PayMe](#)  
9 March 2021



For merchants, we have integrated PayMe into the Global Payments checkout solutions. They can now simply add PayMe for Business in their Electronic Cash Registers system and a QR code will be generated automatically at checkout.

For the link: [Your business, powered by PayMe](#)  
9 March 2021



HSBC and HKTVmall are partnering to roll out a simpler and faster digital trade finance solution that uses merchants' data on the e-commerce platform for credit assessment. Both parties will also explore further collaboration in big data analytics and API technology to enhance customer experience.

For the detailed article: [Next Generation Trade](#)  
11 March 2021 | Source: HSBC HK.com



HSBC UK has launched HSBC Kinetic a new mobile business service, designed to make business banking simpler, faster and more intuitive. Developed using insights from over 3,000 small business owners, customers can apply for an account in minutes, order a debit card and manage their business payments with ease. They can also apply for banking products in the app and see where their money is going with spend categorisation and cash flow insights.

For the detailed article: [A whole new world of business banking](#)  
24 March 2021 | Source: About HSBC kinetic.co.uk

## Business and Economy



HSBC-owned Serai's new solution helps businesses build supply chain visibility and track ESG commitments.

For the detailed article: [Serai Launches End-to-End Supply Chain Traceability Solution for the Apparel Industry](#)  
26 January 2021 | Source: Seraitrade.com

# News and Insight from HSBC

## Business and Economy



We are excited to announce the expansion of our wealth management footprint in Southeast Asia with the set-up of HSBC Private Banking in Thailand

For the detailed article: [HSBC Private Banking extends presence to Thailand](#)  
1 February 2021 | Source: HSBC Private Banking.com

Daniel Chan appointed as  
Head of Greater Bay Area, HSBC



HSBC is establishing an office in China's Greater Bay Area (GBA) to spearhead our strategic development in the fast-growing area, with Daniel Chan appointed as Head of GBA. The new unit will leverage the strengths of our franchise, to service our customers' banking needs in the area.

For the detailed article: [HSBC sets up GBA Office](#)  
1 February 2021 | Source: HSBC HK.com



HSBC announced it plans to invest over USD3.5 billion in the next five years to accelerate the growth of its Wealth and Personal Banking (WPB) business in Asia and drive its ambition to become the leading wealth bank in the region.

For the detailed article: [HSBC to invest over USD 3.5 billion to boost wealth business in Asia](#)  
25 February 2021 | Source: HSBC HK.com



HSBC Asset Management (HSBC AM) will accelerate investments in Asia to capture the region's significant wealth opportunity shaped by fast-growing wealth pools, increasingly ageing populations and burgeoning demand for investment diversification.

For the detailed News Release: [HSBC Asset Management ramps up expansion in Asia](#)  
3 March 2021 | HSBC Asset Management News Release



HSBC UK has launched a record £15 billion lending fund to support small and medium-sized enterprises (SMEs) across the UK.

For the detailed article: [HSBC UK launches £15BN SME Fund to support British businesses](#)  
10 March 2021 | Source: HSBC UK.com

## Our recent award wins



**Trade Finance Survey 2021**  
**March 2021**

Market Leader for Trade Finance 2021

- o Globally
- o Asia Pacific
- o North America

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Additional detailed information concerning important factors that could cause actual results to differ materially from this News Release is available in our Annual Report and Accounts for the fiscal year ended 31 December 2020 filed with the Securities and Exchange Commission on Form 20-F on 24 February 2021, which is available at [www.hsbc.com](http://www.hsbc.com)