



Asia

HSBC Asia seminar for Investors and Analysts | Day Two

May 2023



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Additional detailed information concerning important factors, including but not limited to ESG related factors, that could cause actual results to differ materially from this Presentation is available in our Annual Report and Accounts for the fiscal year ended 31 December 2022 filed with the Securities and Exchange Commission (the “SEC”) on Form 20-F on 22 February 2023 (the “2022 Form 20-F”) and our 1Q 2023 Earnings Release furnished with the SEC on Form 6-K on 2 May 2023 (the “1Q 2023 Earnings Release”).

Alternative Performance Measures

This Presentation contains non-IFRS measures used by management internally that constitute alternative performance measures under European Securities and Markets Authority guidance and non-GAAP financial measures defined in and presented in accordance with SEC rules and regulations (“Alternative Performance Measures”). The primary Alternative Performance Measures we use are presented on a “constant currency” basis which is computed by adjusting comparative period reported results for the effects of foreign currency translation differences, which distort period-on-period comparisons.

Reconciliations between Alternative Performance Measures and the most directly comparable measures under IFRS are provided in the 1Q 2023 Earnings Release, which is available at www.hsbc.com.

Information in this Presentation was prepared as at 17 May 2023.

HSBC Asia seminar | Day Two

Asian Wealth

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Private Bank

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WPB South & South-East Asia

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WPB digital

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Asian Wealth

Greg Hingston | CEO, Global Insurance and Partnerships



Key messages

1 We have shown **strong growth** across our key metrics

We have made **significant progress** in executing our Wealth strategy, following four key pillars:

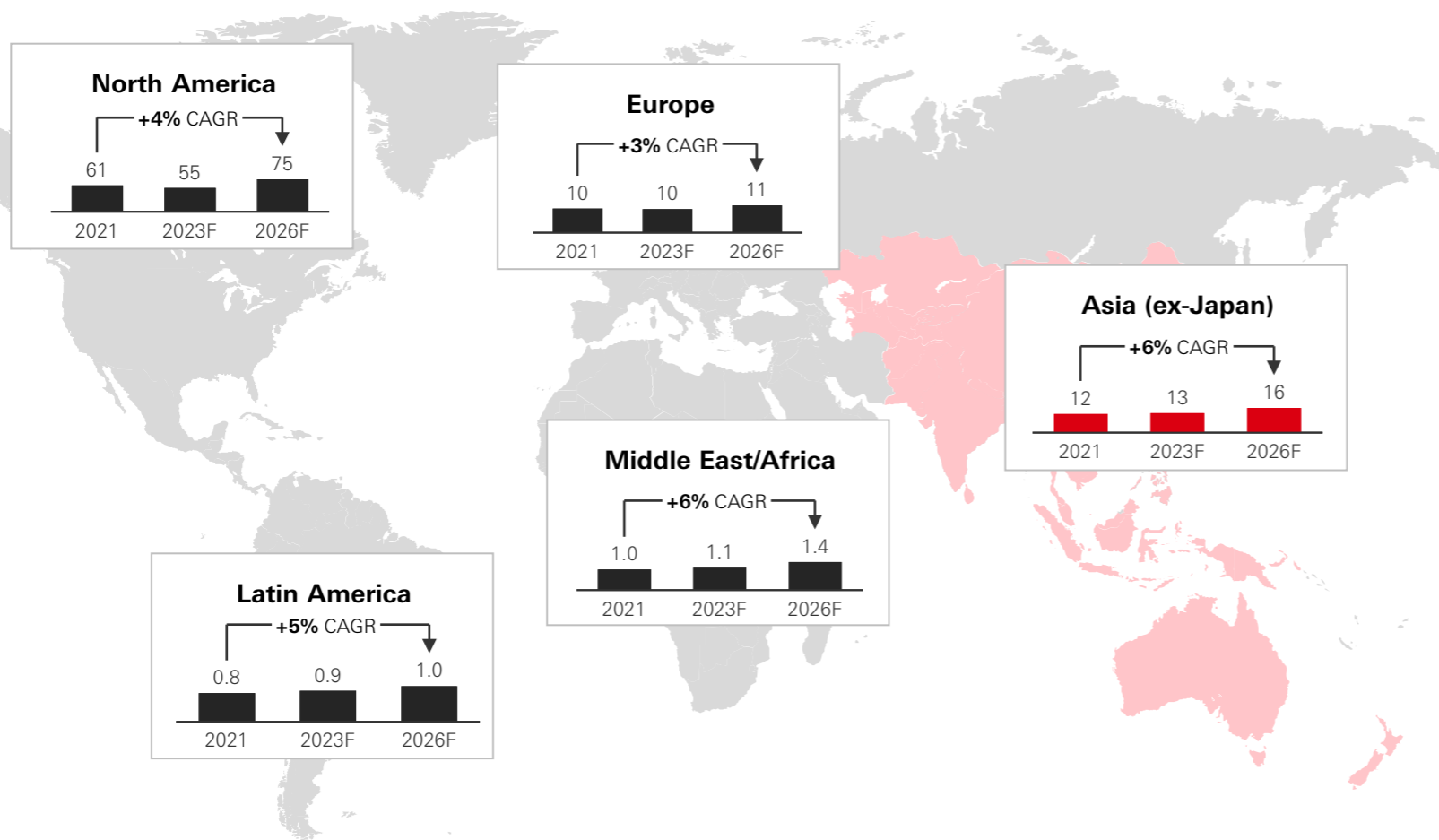
- 2**
- ◆ Expanding our presence
 - ◆ Enhancing our products & propositions
 - ◆ Developing our digital capabilities
 - ◆ Investing in our people

3 We are well positioned to continue to take advantage of growth opportunities and **serve our clients across the continuum**

Asia-Pacific ex-Japan is the largest sustained growth region in global wealth management

Wealth Management Assets Under Management excl. deposits (AUM)¹

\$tn



Hong Kong is projected to overtake Switzerland as the largest financial wealth centre by 2026²

Cross-border financial centre wealth (2021), \$tn	CAGR 2021-2026F	
CH	2.5	+2%
HKG	2.3	+8%
SGP	1.5	+10%
US	1.1	+7%
CIOM	0.6	+2%
UAE	0.6	+9%
UK	0.5	+2%
LUX	0.4	+2%
MCO	0.3	+2%

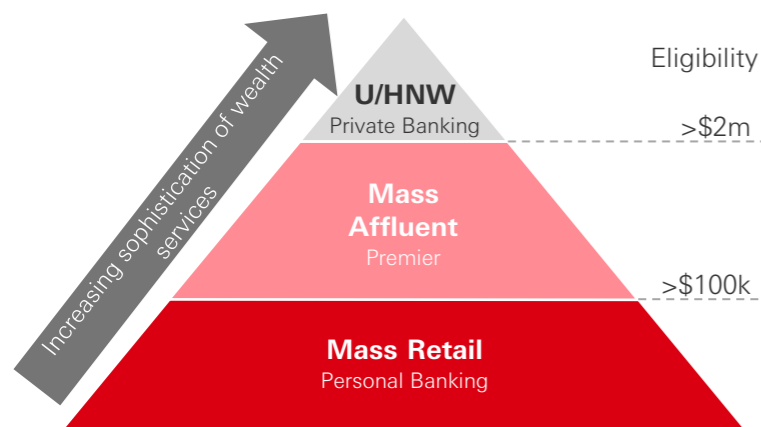
1. Global Data, 2022
 2. Standing Still Is Not an Option, Global Wealth 2022 (BCG)

HSBC is well positioned to capture the wealth opportunity

Client continuum



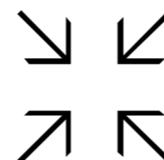
Seamless **continuum of wealth services** across retail and private banking, from first-time to professional investors, leveraging our **global businesses** to acquire new clients



Collaboration with **CMB, GBM** and **Insurance** to acquire:

- U/HNW clients
- Entrepreneurs and business owners
- Clients across the continuum through our health and wellness ecosystem

Integrated in-house manufacturing



Our distribution teams are supported by our **in-house manufacturing** and **transaction banking** solutions



Asset Management

Enabling investors to capture growth in this region's fastest growing economies



Insurance

Providing solutions from health and wealth, business and employee protection to legacy planning



Markets and Securities Services

Provide seamless access to global equities, bonds and FX, and deliver complex investment banking, financing and structured solutions to our clients



Transactional banking

Providing domestic and international clients with everyday banking facilities including current accounts, payments and lending

International network



We are well placed to capture potential with banking and wealth management services across the world's **key wealth hubs**

Hong Kong

Switzerland

Singapore

Channel Islands & Isle of Man

UAE

US

UK

Luxembourg

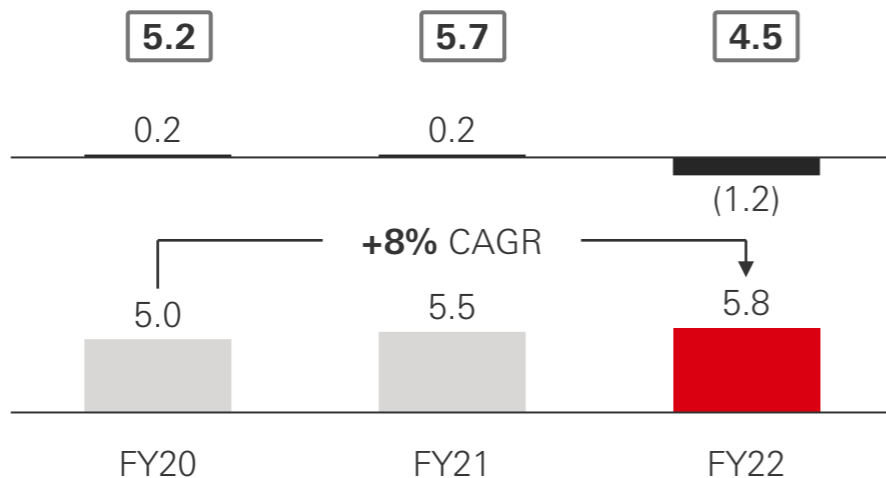
Strong track record of growth in fundamentals

Asia Wealth revenue, \$bn¹

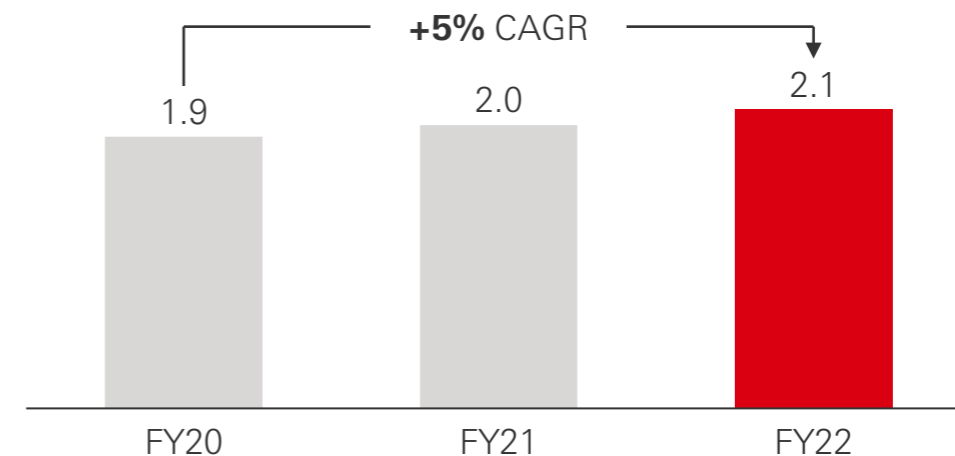
Total wealth revenue:

Insurance manufacturing market impacts:

Wealth revenue (excl. ins. manufacturing market impacts):

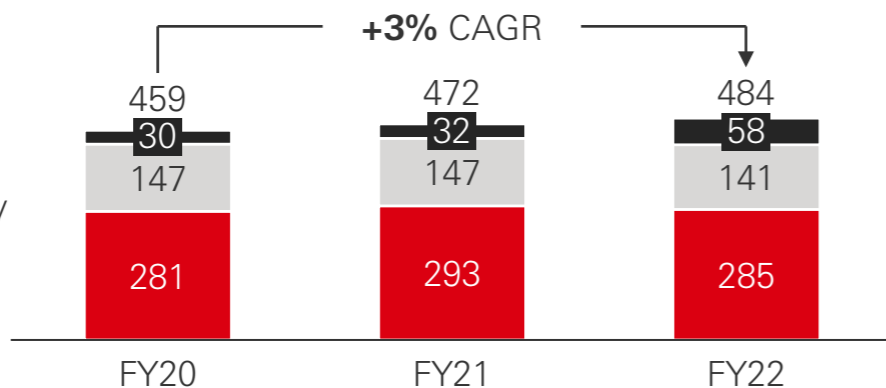


Asia client growth², #m

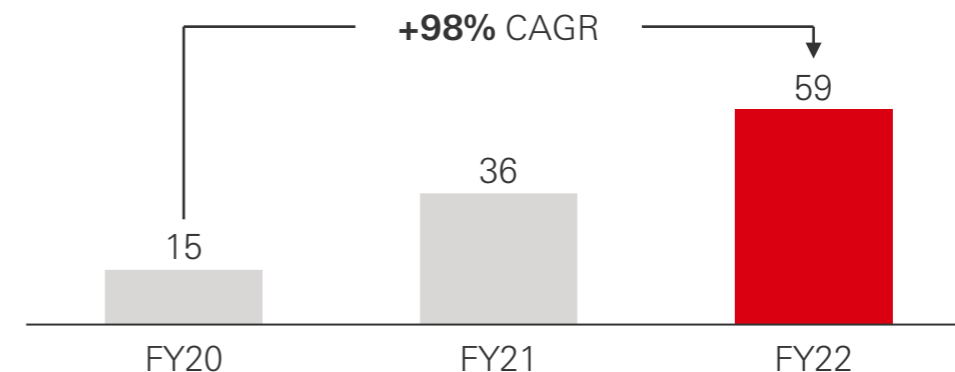


Asia reported Invested Assets, \$bn³

■ Retail
■ GPB
■ AM 3rd party distribution



Asia Net New Invested Assets (NNIA)³, \$bn

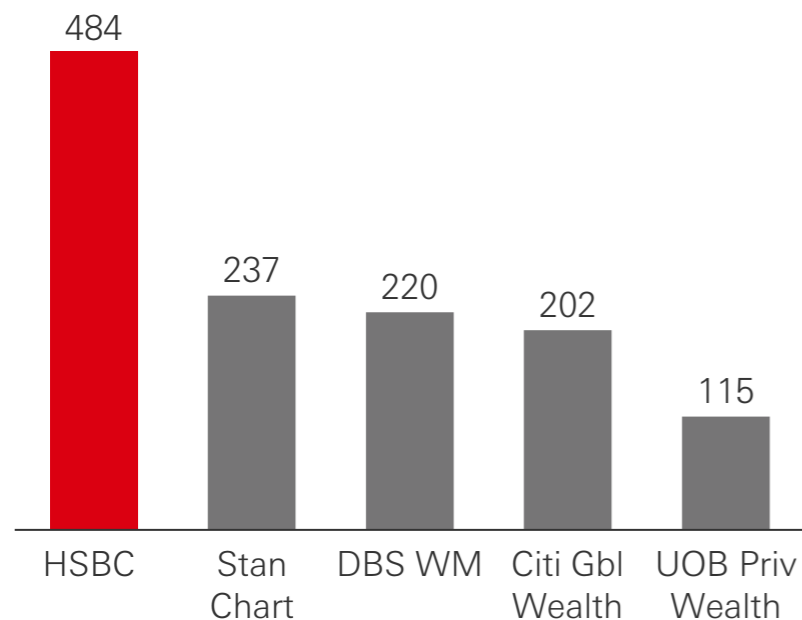


1. On an adjusted basis (constant currency and excluding significant items)
 2. Premier plus customers, including GPB relationships
 3. Invested Assets excludes deposits. NNIA includes Retail Wealth, GPB and Asset Management (third party), and excludes inflows from deposits

Leadership in the industry in Asia across the client continuum

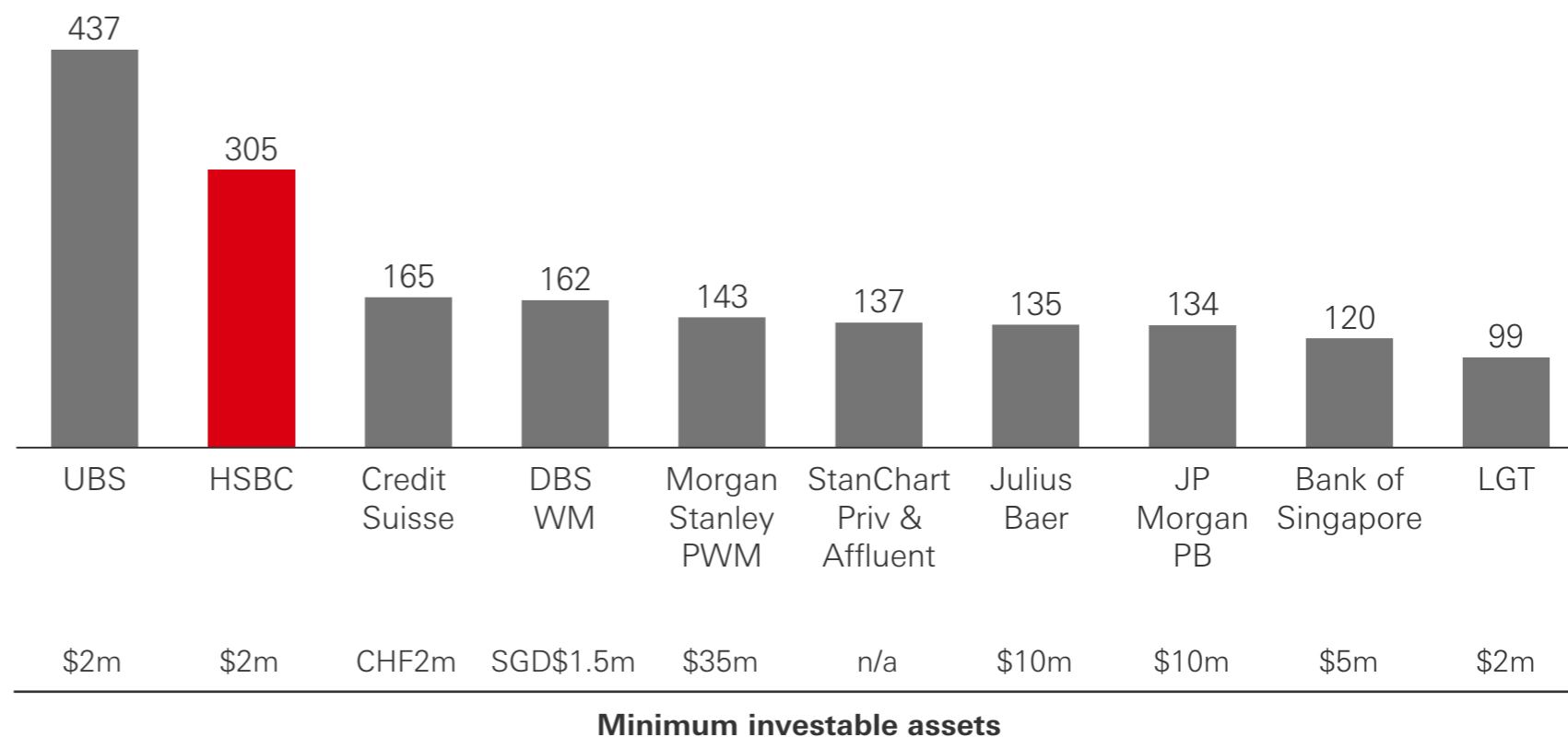
Top 5 Wealth Continuum Banks (2022)¹

Wealth Continuum AUM (Asia, ex-China onshore), \$bn



Top 10 Ranked Private Banks (2022)^{1,2}

Private Banking AUM (Asia, ex-China onshore), \$bn



1. Source: Asian Private Banker

2. HSBC AUM: Total client assets (comprising customer deposits and investment AUM) held by GPB client relationships and non-GPB clients whose total balances exceed \$2m+ GPB threshold

Executing wealth strategy through four key pillars, with focus on key hubs of Hong Kong and Singapore, and in key growth markets of mainland China and India

Expanding our presence



Expanded in **our four core markets**

- ◆ Growing our presence organically through **launch of new businesses**
- ◆ Expanding our business through bolt-on **acquisitions**

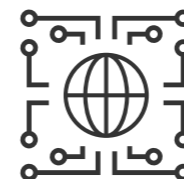
Enhancing our products and propositions



Launched **>35 HSBC¹ products since 2020**

- ◆ **Launched >35 products** through our in-house Asset Management manufacturing
- ◆ Opened an Independent Asset Manager (IAM) desk in Private Bank

Developing our digital capabilities



Launched **>650 digital features** since 2020

- ◆ Enhancing our digital features and capabilities from **digital self-execution** to **hybrid client journeys**

Investing in our people



Added **1,900 front line staff** since 2020

- ◆ **Added 1,900 front line staff** since programme launch
- ◆ Acquired **>800 insurance agents** with AXA Singapore integration
- ◆ **c.1,300 Personal Wealth Planners** in mainland China
- ◆ Established **Investment and Wealth Solutions** team

We continue to build scale while expanding our propositions

Mainland China

- ◆ Completed acquisition of remaining 50% equity interest in **HSBC Life China**
- ◆ Grew **Private Banking** business and expanded footprint to six cities, becoming the first international bank to set up dedicated private banking services in western China
- ◆ Expanded **Pinnacle** presence to six cities, with c.1,300 Personal Wealth Planners in role

India

- ◆ Completed acquisition / integration of **L&T Investment Management (LTIM)**, expanding our asset management presence
- ◆ **GPB India** expected to be launched in mid-2023

Thailand

- ◆ Launched onshore **Private Banking**

Hong Kong

- ◆ Launched **Family Office** proposition, giving UHNW clients direct access to HSBC's investment banking capabilities and bespoke solutions. Proposition also available in Singapore

Singapore

- ◆ Expanded our insurance presence with the integration of **AXA Singapore** and establishment of **HSBC Life Singapore**
- ◆ Introduced new segment coverage with the launch of an **Independent Asset Manager (IAM)** desk in the Private Bank
- ◆ Launched Asset Management **direct real estate team** to build out our alternatives business



We have launched >650 wealth management digital features since 2020, from digital self execution to hybrid client journeys



Digital investment account opening

Simple six-step journey allows clients to start investing on their mobile within 24 hours

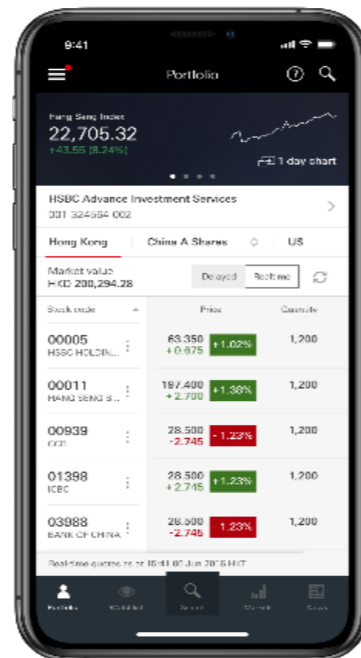


We opened **>100k** investment accounts digitally



Frictionless investment journeys

Instant access to investment products using Easy Invest and FlexInvest



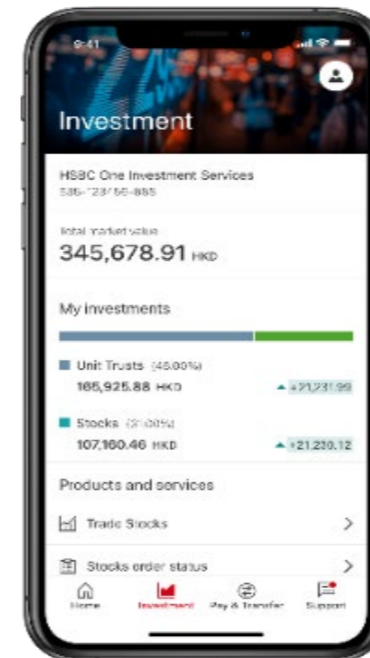
Easy Invest

>75% of our wealth sales completed digitally



Personalised insight and research

Consolidated view of investments facilitates portfolio analysis and informed decision-making



Wealth Dashboard

Increased our monthly wealth dashboard client traffic by **>20%**



Intelligent support and guidance

Anytime support from Intelligent Wealth Assistant chatbot. Access to dedicated staff via RM Chat



GPB RM Chat

Exchanged **>400k** messages with our clients via GPB Chat

Investing in our people; grew our team by >1,900 front line staff to support our Asian growth plan



Accelerating Wealth Programme

- ◆ Skills-based development plan for colleagues seeking a career in wealth management
- ◆ Participants are allocated 20% of their working week to focus on learning and skills development



Launched Wealth Academy

- ◆ Self-learning library of bite-sized content giving colleagues Wealth-related insights and training
- ◆ Tailored academy developed for PWP staff supporting Pinnacle



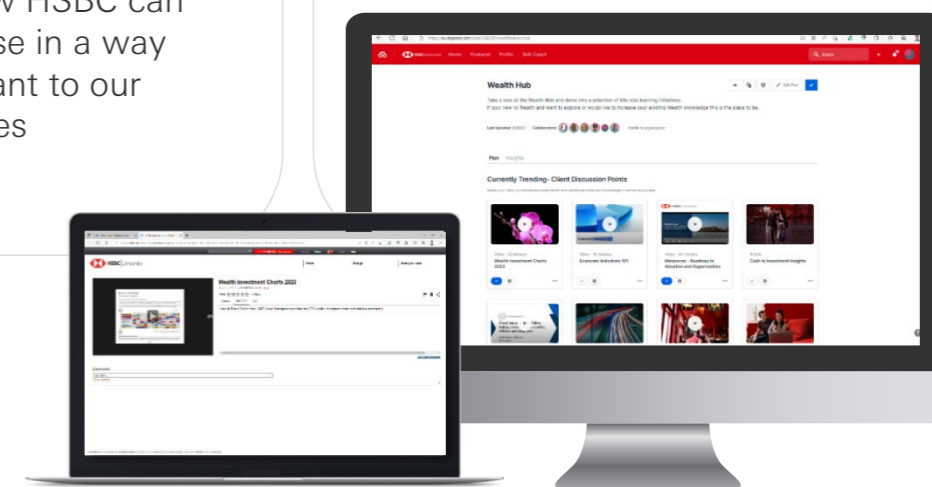
Launched UHNW Academy and Masterclass

- ◆ Academy and Masterclass series provides learning tailored to UHNW RMs
- ◆ Aim is to help RMs understand UHNW client needs and how HSBC can best meet these in a way which is relevant to our clients' lifestyles



INSEAD Partnership

- ◆ Co-developed a 3-year Relationship Manager training programme in Singapore, Hong Kong and mainland China



Conclusion

- 1 Asia continues to be at the forefront of global wealth creation
- 2 HSBC has demonstrated growth in our Wealth business; well positioned to capture the opportunity in the region
- 3 HSBC will continue to invest, particularly in the key hubs of Hong Kong and Singapore, and in the key growth markets of mainland China and India

2022 awards



Best Private Bank in Asia by Asian Private Banker



Best Private Bank for Wealth Continuum by Asian Private Banker



Ranked **#1 in terms of Wealth Continuum AuMs** by Asian Private Banker



Best Private Bank for Digital Innovation & Services by Asian Private Banker

Private Bank

Siew Meng Tan | Head of Private Bank, Asia-Pacific



Key messages

- 1** | We have made significant progress in executing our strategy, particularly in **client acquisition**, **product offering** and **digitisation**
- 2** | We are recognised as a **leader in the industry**, having been named as the Best Private Bank for Asia Pacific by Asian Private Banker in 2022, the second consecutive year
- 3** | We have built a **solid foundation** to unlock the full potential of the HSBC franchise and to further our growth in the region

Our aspiration is to become the world's leading private bank for Asian, international and HSBC-connected clients



Leverage Asian Strength

Building on **Hong Kong** and **Singapore** as international wealth hubs, while growing our Asian business with expansion and enhanced proposition in **mainland China, Taiwan** and **Thailand**



Deliver all of HSBC through collaboration

- ◆ **Seamless continuum** of wealth services across Retail and Private Banking
- ◆ **Strong intra-group referral channels** contributing significantly to our growth



Deliver excellent products

- ◆ Providing a **broad product shelf** of banking, investment and wealth planning solutions
- ◆ Introducing **ongoing enhancements and time-to-market solutions** to continue deepening wallet share



Enhance client experience through digital

- ◆ Improving **client experience** through digital focus on end-to-end client journeys
- ◆ **90% of HK clients are satisfied** with our digital services¹



Grow Ultra High Net Worth

- ◆ **Dedicated coverage** team and specialists to connect our UHNW clients to bespoke, institutional solutions
- ◆ UHNW segment continues to be a critical driver for growth, **contributing c.60% of revenue**



Maximise international connectivity

- ◆ Giving clients access to our extensive network with **11 booking centres and 45 GPB offices** around the globe
- ◆ Supporting clients' **cross-jurisdictional and geographic diversification needs** with our global capabilities



Focus on our people

- ◆ **Added >350 staff** in the last two years to support our growth plan
- ◆ Equipping our people with **continuous development opportunities** to meet client needs

1. Source: 2022 GPB Relationship Survey, where 90% of HK clients who use our digital services stated that they are exceeding or meeting their expectations

Expanding our footprint to capture fast-growing wealth pools in the region, with our strong brand in Asia and extensive global network

Key booking hubs and coverage

Hong Kong

- ◆ **Largest GPB booking centre** in Asia
- ◆ An international wealth hub, capturing wealth flows from **Hong Kong, mainland China** and **Taiwan**

Singapore

- ◆ **High growth** international wealth hub serving diverse markets
- ◆ Primary wealth hub for **ASEAN** and **Australia**
- ◆ An attractive centre for wealthy individuals from **Hong Kong, mainland China** and **Taiwan**
- ◆ Significant wealth flows from **global non-resident Indians (NRI)** and **MENA**

Europe, UK and MENA ↔ Asia Pacific ↔ Americas



Key

- ◆ GPB booking centre
- ◆ GPB market coverage

Onshore market expansion since 2020

Mainland China

- ◆ **Expanded footprint to 6 cities**, the most extensive coverage network amongst all foreign banks
- ◆ Enriched 200+ fund products, offering one of the **most comprehensive selections** among foreign private banks; launched **first alternative hedge fund product**
- ◆ Became the **first foreign bank** to enable private banking clients to **manage their wealth and investments via mobile**

Taiwan

- ◆ Enriched solution offerings, including the rollout of Lombard lending, discretionary mandates, single line hedge funds, and **the only foreign private bank to provide insurance services**
- ◆ Rolled out **digital solutions** to enable payment transfers, placement of equities and fund orders via mobile app

India

- ◆ Expected to launch in mid-2023

Other markets with onshore presence:

Thailand

- ◆ **Launched onshore coverage team**, and enhanced the onshore platform, including the launch of Lombard lending and Single Stock Lending

Philippines

- ◆ **Expanded scope of the onshore team** to enhance client engagement

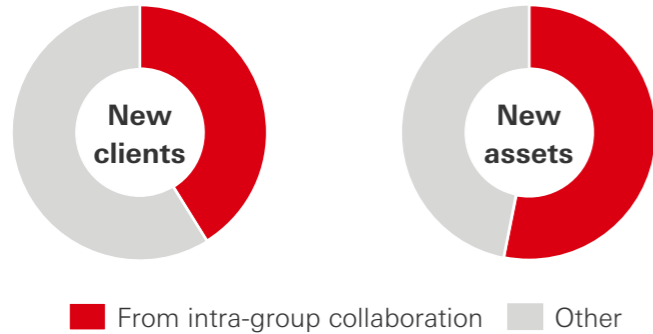
Intra-group collaboration remains a cornerstone of our client acquisitions and growth



Strong referral channel with HSBC global businesses to grow client acquisition and new assets from Group relationships

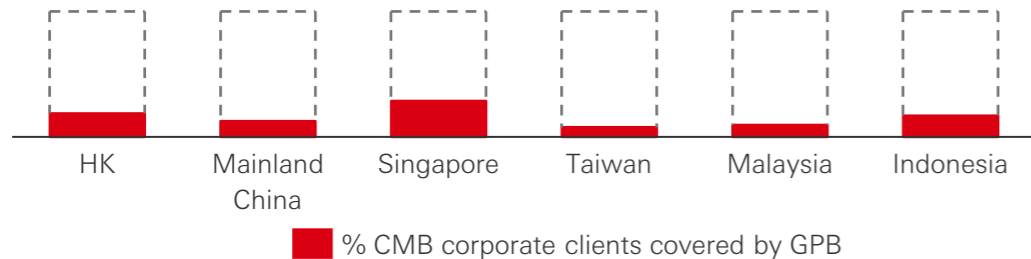
Collaboration contribution to GPB growth

Commercialising intra-group referrals to bring in new business



GPB penetration of CMB corporate client base

Significant untapped opportunities from CMB client base



Leveraging broad product capabilities across the Group to deliver the best of HSBC to our clients

- GBM**
 - ◆ Enhanced offering with GBM-sourced products and manufacturing expertise, e.g. structured notes
 - ◆ Joint-coverage for institutional family office clients
- CMB**
 - ◆ Partnership with CMB to develop tailored propositions for entrepreneurs and wealthy professionals
- Asset Management**
 - ◆ Discretionary portfolio management capabilities
 - ◆ Strategic partnership with HSBC Alternatives providing exclusive opportunities to clients
- HSBC Life**
 - ◆ Insurance direct distribution model leveraging the strong HSBC Life insurance manufacturing capabilities

Our product offerings: a comprehensive and innovatively curated suite of solutions to meet the evolving needs of our clients

Enriching our offerings in an ever-changing market environment



Discretionary

- ◆ Expanded our offering with new **thematic mandates** to complement our **flagship core multi-asset solution and segregated / bespoke mandates**



Alternatives

- ◆ **Hedge Funds:** access to leading strategies including multi-strategy, global macro, market neutral, equity long/short, event driven and distressed
- ◆ **Private Credit:** added income-focused semi-liquid private credit solutions to position for inflationary environment
- ◆ **Real Estate:** launched a Flagship Opportunistic Real Estate PE Fund and also semi-liquid private REITs
- ◆ **Private Equity:** includes Vision which is an annual program of leading PE strategies in a single vintage year and a Global Impact Investing PE Fund



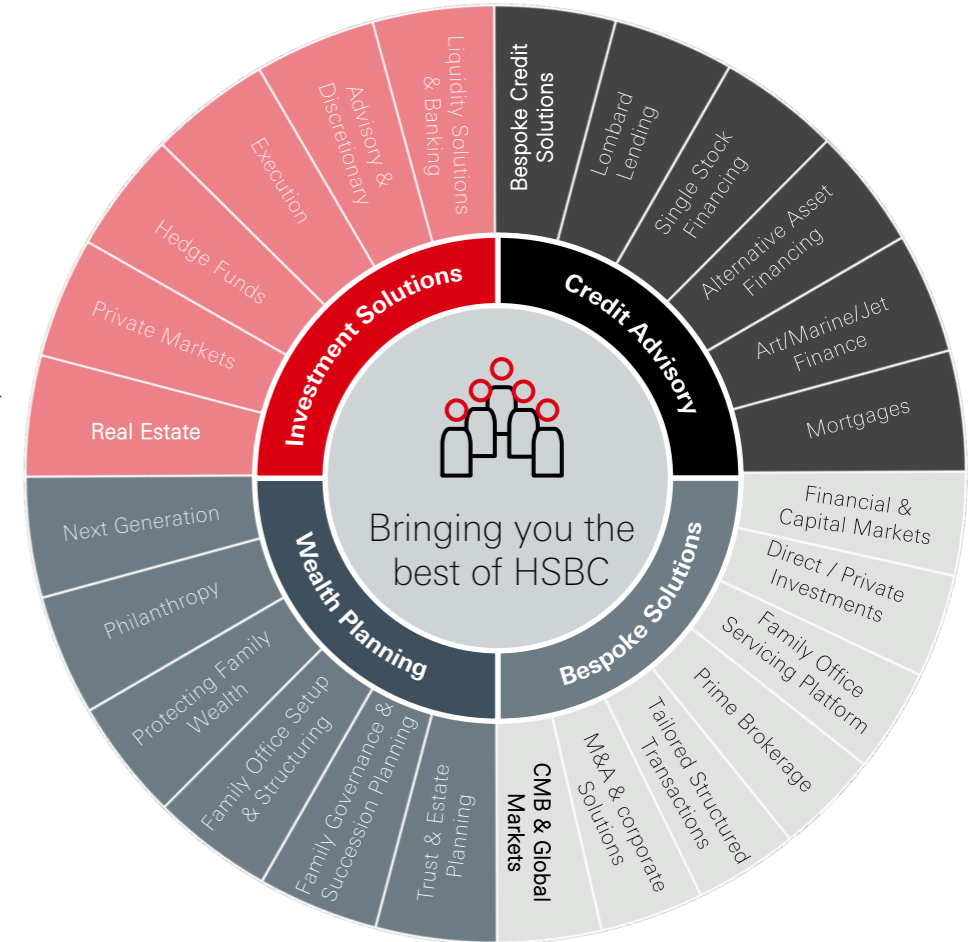
Advisory

- ◆ **General advisory** to provide capital market advice and ideas according to clients' investment objectives and risk appetite
- ◆ **HSBC Prism Advisory** launched in Nov 2022 in Hong Kong and Singapore, offering a contractual, portfolio-based advisory service that combines expert guidance and data-driven insights to clients



Credit solutions

- ◆ Broad range of lending solutions from **Lombard lending and residential real estate financing to bespoke credit solutions** including trophy asset financing



Digitalisation: transforming the client experience with an ecosystem of leading digital solutions

Digital solutions to improve every step of the client journey

Intelligence & insights for investments

- ◆ **Insights & Research** with latest market information on mobile and desktop, empowering clients to make informed investment decisions



Simplifying account opening & administration

- ◆ **eSignature launched** in 2021, enabling prospective and existing clients to review, sign and submit documents digitally and securely

Convenient communication

- ◆ **GPB Chat launched in 2021**, enabling clients to communicate instantly and securely, and share documents, with their relationship management team using their own WhatsApp and WeChat

Trading at your fingertips

- ◆ **Online trading initially launched in June 2021** for equities
- ◆ **Broadened online product shelf in 2021-2022**, including FX, structured products (fixed coupon notes and equity-linked notes), long-only funds and discretionary mandates

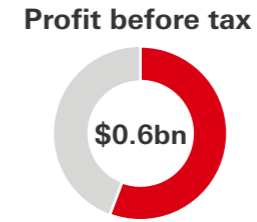
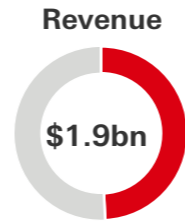
Making payments & transfers effortless

- ◆ **Mobile Payment launched in 2022**, allowing clients to make international and domestic payments to 3rd parties free of charge

GPB Asia has delivered strong net new invested assets and resilient revenue growth



Asia is a key contributor to the Group's Global Private Banking business



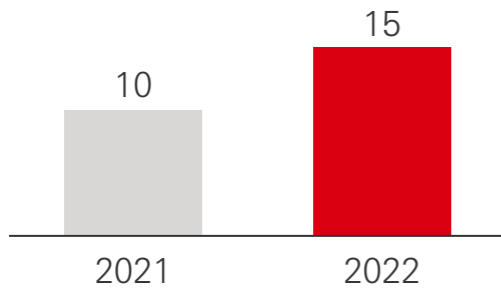
■ GPB - Asia
■ GPB - RoW

Client assets

- ◆ Consecutive years of strong **net new invested assets**, including \$15bn in 2022

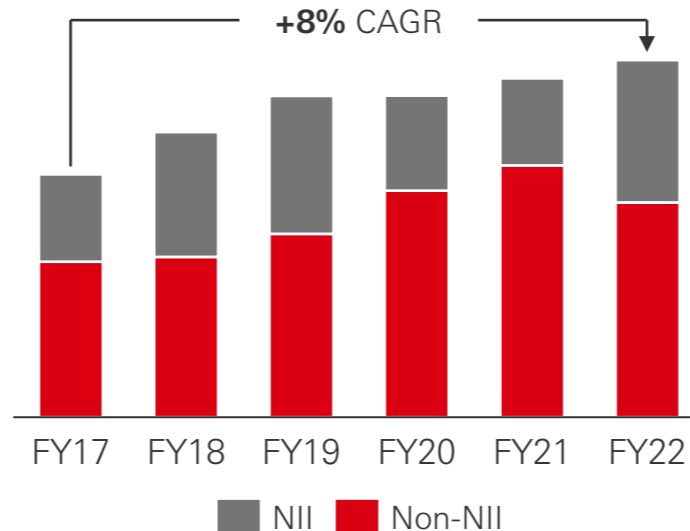
Client assets **\$174bn** Invested assets **\$141bn**

Net new invested assets, \$bn



Revenue growth

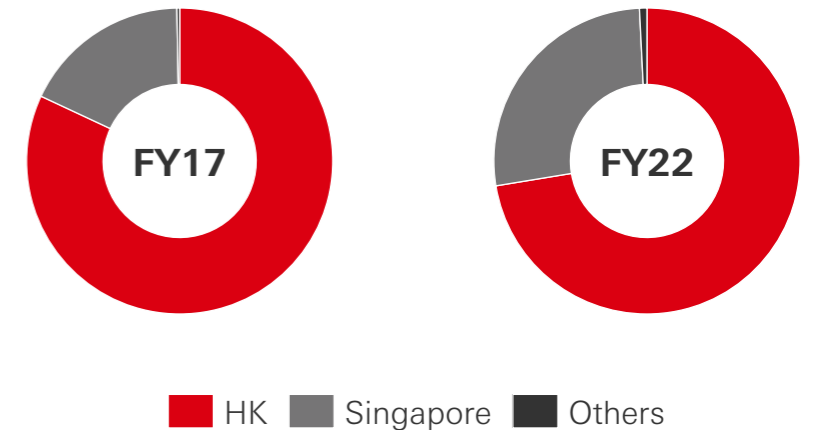
- ◆ 8% CAGR over the past 5 years, demonstrating the resilience of our business
- ◆ Growing annuity revenue base to improve our revenue sustainability



Contribution by booking centre within Asia

- ◆ Hong Kong and Singapore continue to develop as leading international wealth hubs with distinct and complementary strengths

By client assets



Best Private Bank for Asia Pacific by Asian Private Banker (2022) for the second consecutive year, a testament to our leadership position in the industry

Industry awards in 2022

Asian Private Banker 12th Awards for Distinction 2022

- ◆ Best Private Bank – Asia Pacific
- ◆ Best Private Bank – Asia Pacific HNW
- ◆ Best Private Bank – Wealth Continuum
- ◆ Best Private Bank – Digital Innovation & Services
- ◆ Best Private Bank – Client Experience
- ◆ Best Private Bank – Credit Advisory
- ◆ Best International Private Bank – China
- ◆ Best International Private Bank – Taiwan



FinanceAsia Country Awards for Achievement 2022

- ◆ Best Private Bank in Hong Kong for 14 consecutive years

WealthBriefing Asia Awards 2022

- ◆ Customer Facing Digital Capabilities
- ◆ Alternative Investment Manager (Greater China)



WealthBriefing Asia Greater China Awards 2022

- ◆ Best Wealth Planning Team
- ◆ Best Alternatives Team
- ◆ Best Discretionary Portfolio Management Offering
- ◆ Best Hong Kong Domestic Private Bank



SRP Asia Pacific 2022 Awards

- ◆ Best Distributor, Asia Pacific
- ◆ Best Sales and Performance - Best Distributor in Hong Kong
- ◆ Best Sales and Performance - Best Performance in Hong Kong



The Asset Triple A Private Banking & WM Awards 2022

- ◆ Best ESG Private Bank HK
- ◆ Best Private Bank for Philanthropy Asia (highly commended)

PWM/The Banker Global Private Banking Awards 2022

- ◆ Best Private Bank in Hong Kong for 8 consecutive years
- ◆ Best Private Bank in Asia for Philanthropy Services
- ◆ Best Private Bank in Asia (highly commended)



Bloomberg Businessweek Financial Institution Awards 2022

- ◆ Excellence Service Award in Private Banking

Asiamoney Private Banking Awards 2022

- ◆ Best Domestic Private Bank in Hong Kong
- ◆ Best for Investment Research in Hong Kong
- ◆ Best for UHNW in Hong Kong
- ◆ Best for ESG Investing in Hong Kong

Private Banker International Global Wealth Awards 2022

- ◆ Outstanding Private Bank – North Asia



Global Private Banking Innovation Awards 2022

- ◆ Digital Innovation Award – Best Account Opening and Onboarding Services by a Private Bank
- ◆ Strategy & Technology Award – Outstanding Use of Technology by a Private Bank/Family Office
- ◆ Country Award – Best Overseas Private Bank - Taiwan



Conclusion

- 1 We are **well positioned to capture the fast-growing wealth pools in Asia** with our strong footprint, global network and universal banking model
- 2 We have built a **leading platform and proposition**, with a clear **focus on digitising the bank** for the future
- 3 We are making strides towards our ambition to **become the world's leading private bank** for Asian, international and HSBC-connected clients

"HSBC Global Private Banking's victory in eight categories at the 2022 Asian Private Banker Awards for Distinction is a testament to the strength and depth of the bank's private wealth management in Asia-Pacific" – Asian Private Banker

2022 awards



Best Private Bank in Asia by Asian Private Banker



Best Private Bank for Wealth Continuum by Asian Private Banker



Ranked **#1 in terms of Wealth Continuum AuMs** by Asian Private Banker



Best Private Bank – Digital Innovation & Services by Asian Private Banker

WPB South & South-East Asia

Greg Hingston | CEO, Global Insurance and Partnerships

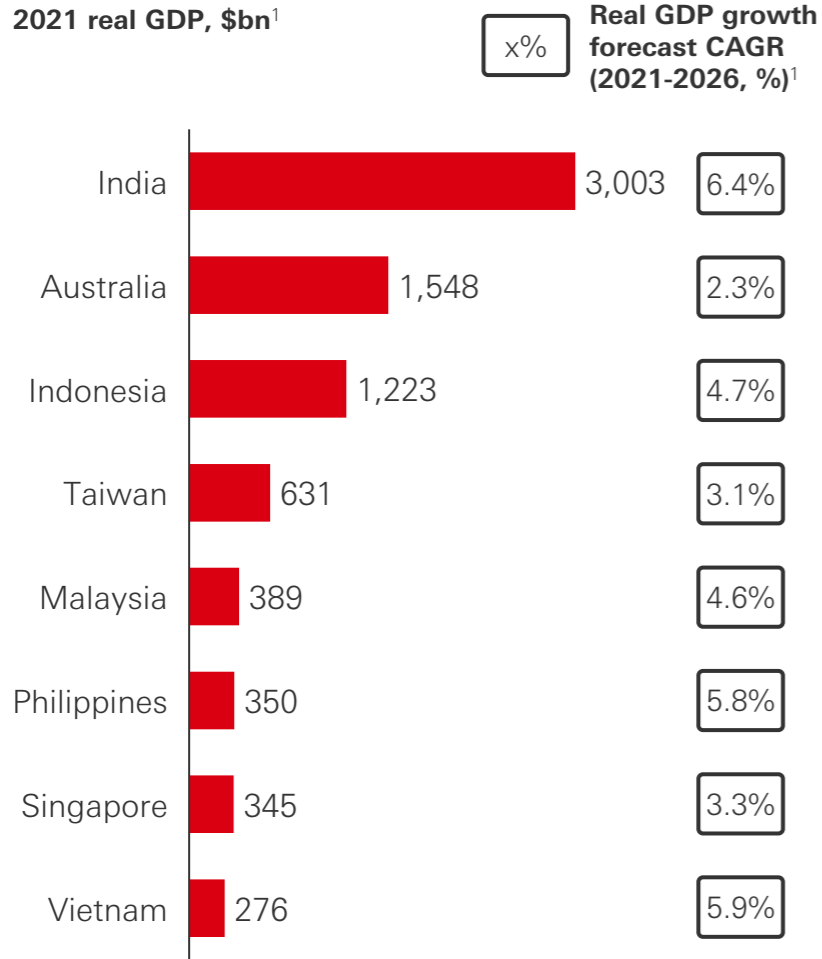


Key messages

- 1 Well positioned to **capture opportunities** in South and South-East Asia (S&SEA), a region with long-term **high growth potential and favorable demographics**
- 2 **Accelerating returns and growth** in our target segments
- 3 **Enhancing capabilities** to serve customer needs across the client continuum **both domestically and internationally**

S&SEA: fast growing, increasingly affluent and upwardly mobile population

S&SEA Asia is home to some of the fastest growing economies in the world



With a young, rising middle class population

5%

Projected growth in number of middle-income and affluent households in Southeast Asia annually through to 2030²

27-30

Median age of population in South Asia³

100%

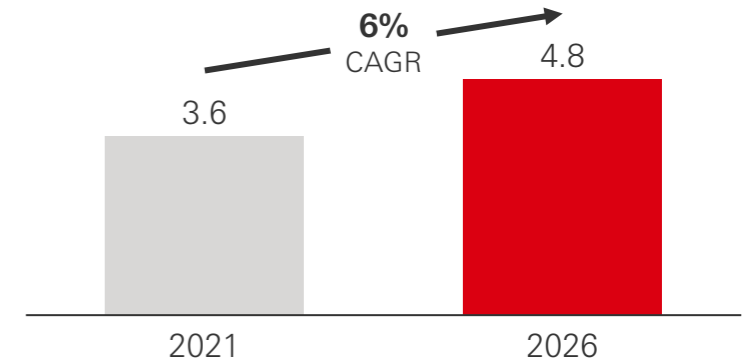
Growth in number of adults with financial wealth >\$250k by 2030 in India, Philippines and Vietnam⁴

2 in 3

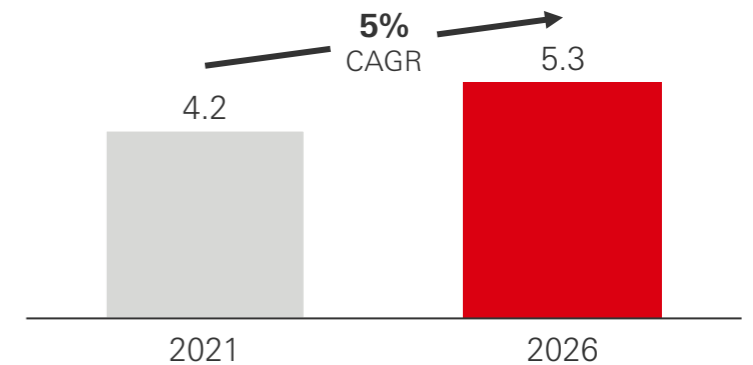
Indians to be considered "middle class" by 2047⁵

Creating opportunity in the region across wealth and lending

Wealth AUM (2021-2026e, \$tn)⁶



Real household consumption (2021-2026e, \$tn)⁶

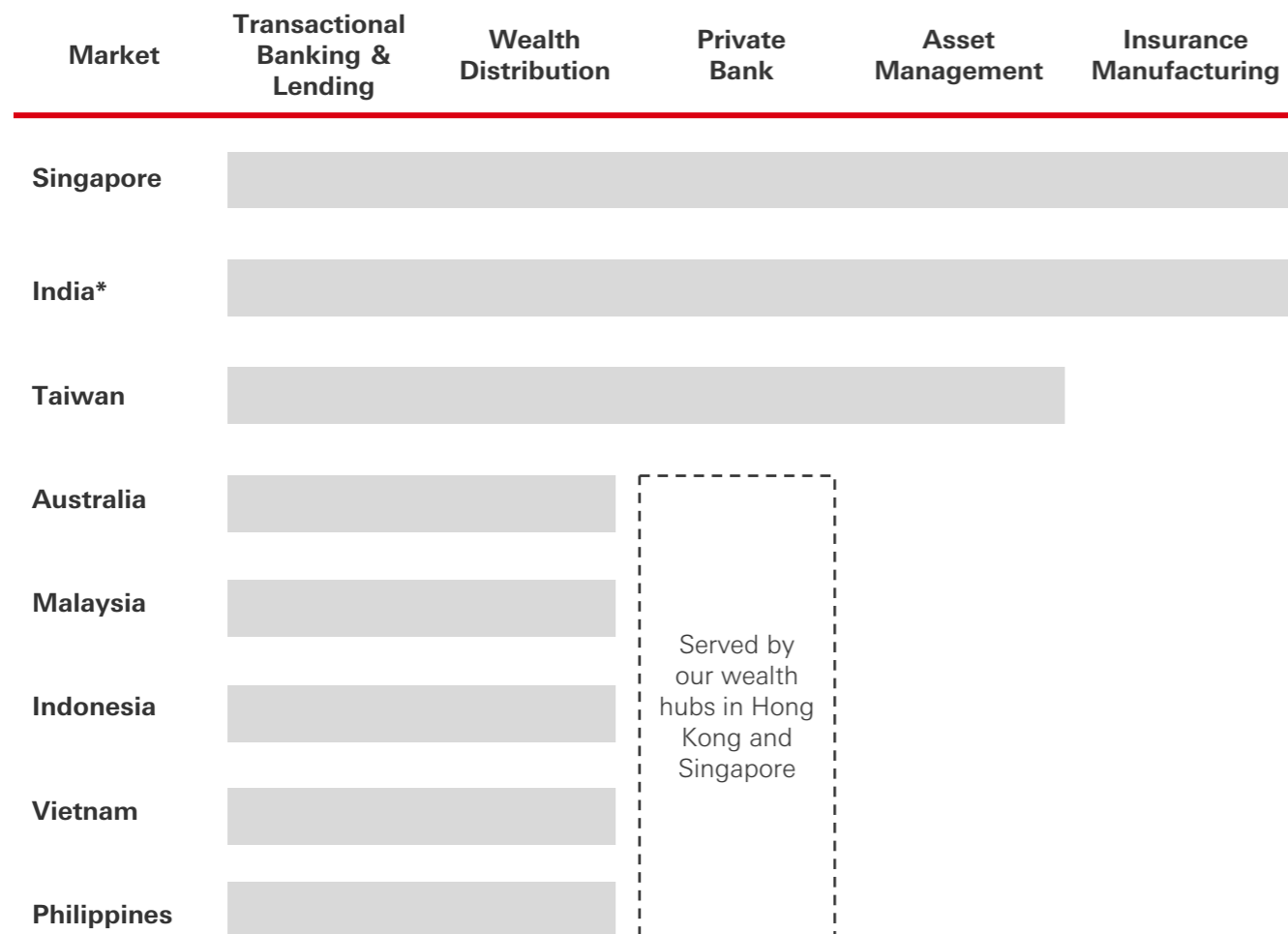


1. Global Data

2. HSBC Insights "A 3D view of Southeast Asia: demographics, digitisation and dynamism", 2022
 3. UN ESCAP, 2023
 4. HSBC Insights "The rise of Asia's wealth will boost its resilience", 2022
 5. People Research on India's Consumer Economy, 2022

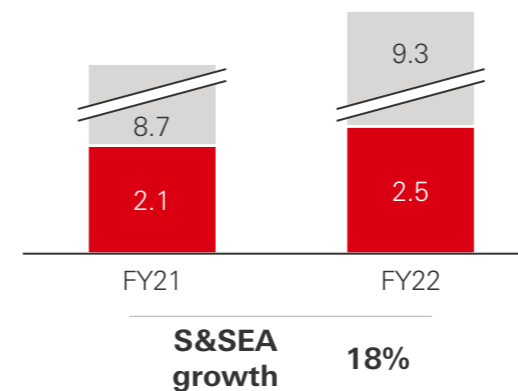
6. Global Data

HSBC presence: focus on 8 growth and internationally connected markets serving customers across the continuum



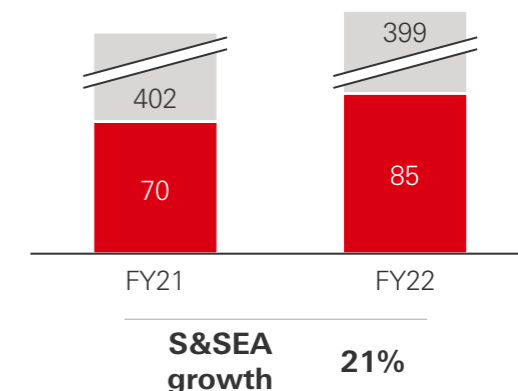
Revenue, \$bn

Contribution to WPB Asia (2022): **21%**



Invested assets, \$bn

Contribution to WPB Asia (2022): **18%**



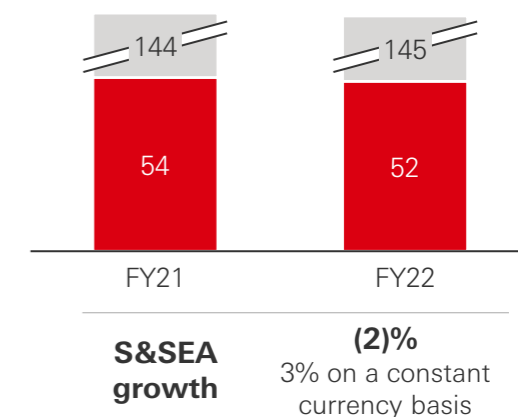
Deposits, \$bn

Contribution to WPB Asia (2022): **16%**



Loans, \$bn

Contribution to WPB Asia (2022): **27%**

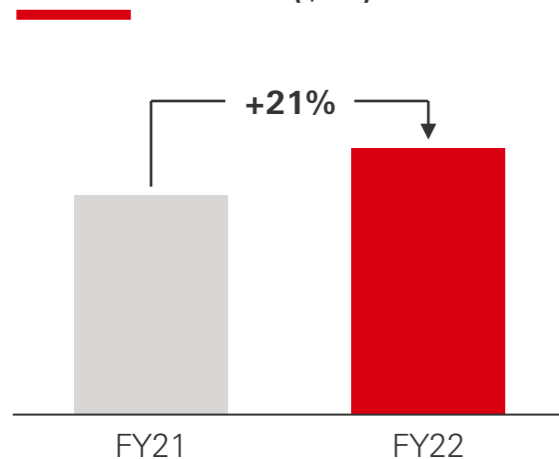


■ Hong Kong and mainland China ■ S&SEA

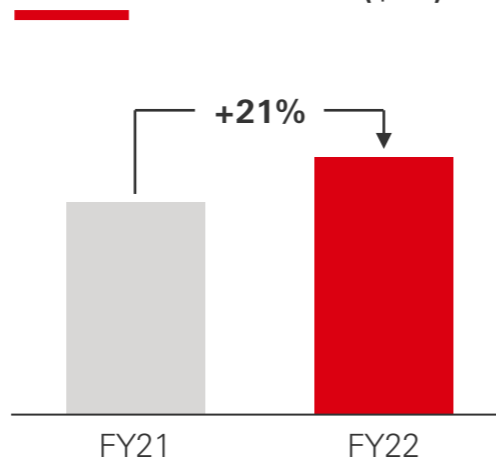
Note: HSBC also has a presence in Japan, Thailand, Sri Lanka, New Zealand, Bangladesh and Mauritius; table does not include markets where Asset Management only provides services to institutional/wholesale clients
 * Private Bank expected to be launched in mid-2023

Wealth: accelerating growth throughout the region with organic and inorganic initiatives

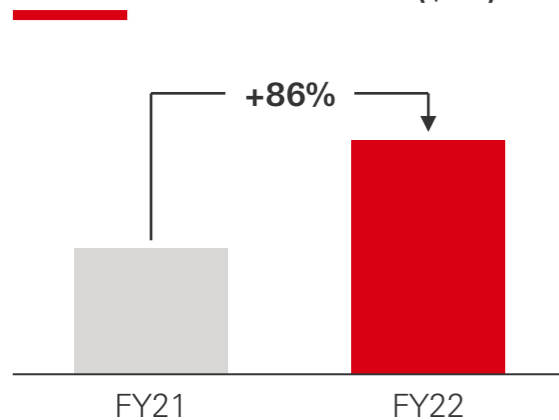
Wealth revenue¹ (\$bn)



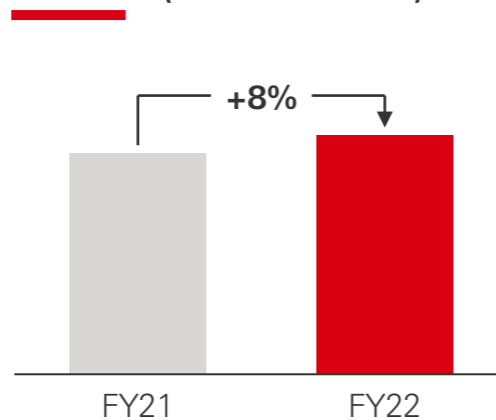
Total invested assets (\$bn)



Net new invested assets (\$bn)



Clients (mass affluent+)



Expand our footprint & presence

- ◆ Integration of AXA into **HSBC Life Singapore**
- ◆ **L&T acquisition**, making us the 14th largest fund house in India²
- ◆ Launched **onshore Private Banking** in **Thailand**
- ◆ Expect to launch **Private Banking** in **India** in mid-2023



Enhancing our product shelf and expanding our proposition

- ◆ **Expanded our product shelf** including the addition of over 290 funds to our UT trading platform in India and 30 active conviction funds in Singapore.
- ◆ **Onshore private bank proposition** enhanced in Taiwan, rolled out Lombard lending, discretionary mandate, single line hedge fund
- ◆ Entered into a 15-year **distribution partnership with Allianz**



Developing our digital capabilities

- ◆ Launched **digital investment account opening** (SG,MY,INM)
- ◆ Launched the **Wealth Dashboard** giving clients a single, consolidated view of their investments.



Investing in our people

- ◆ **Increased our wealth staff** by over 380 and acquired 800 insurance agents as part of our integration with AXA

1. Includes insurance manufacturing market impacts
 2. Data at 31 December 2022. AUM source: Association of Mutual Funds in India (Average AUM)

International Connectivity: S&SEA markets play an integral role in connecting our clients with global corridors

>50%

Year on year growth in New to Bank international accounts¹

>8%

Year on year growth of International customers¹

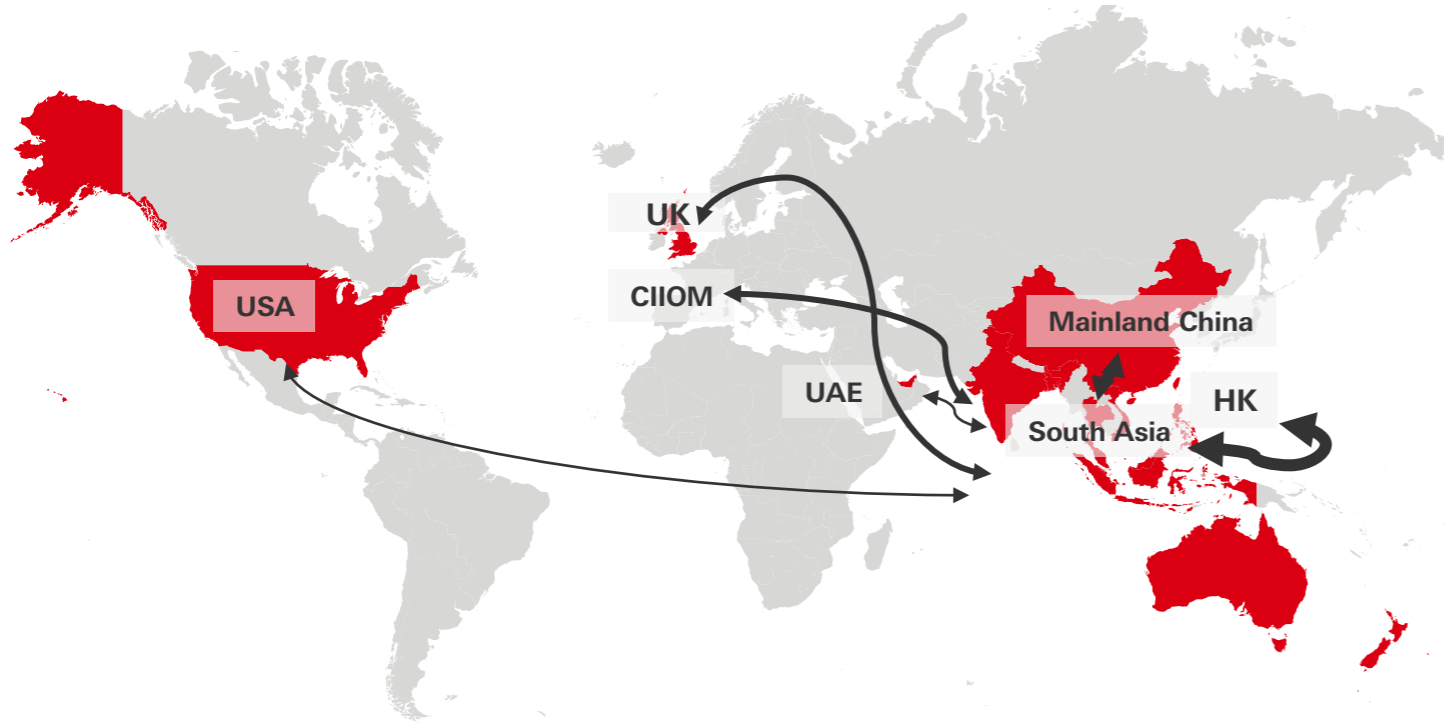
>800k

International customers¹

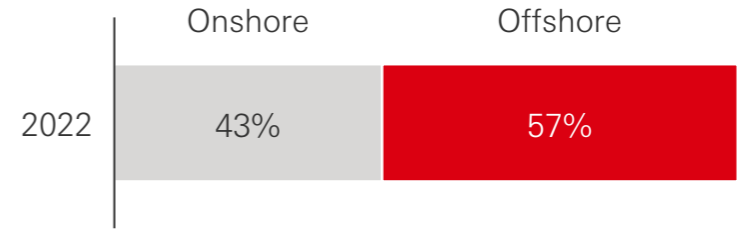
c.3x

International customer revenue vs. domestic customer revenues¹

Customer fund flows between South Asia and key global corridors²

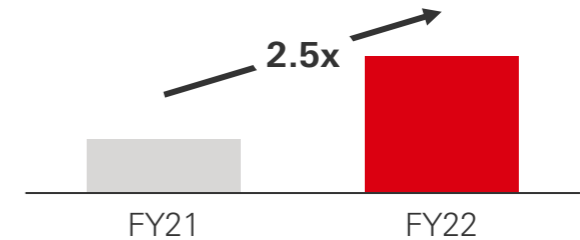


Singapore onshore/offshore personal finance assets³



◆ **HSBC Singapore** as our International Wealth Hub is strategically located to capture flows throughout Asia

New-to-bank non-resident Indian customers



◆ **HSBC India** serves one of the largest diasporas in the world; the number of new-to-bank non-resident Indian (NRI) customers in India has increased by 2.5x between 2021 and 2022

1. See glossary for definition of WPB international customer. YoY growth is a comparison of FY22 vs. FY21

2. Customer fund flows refer to deposit/remittance flows between different regions; thickness of the arrows denote size of total

3. flows between the regions

McKinsey. Includes all retail customers (Mass, Affluent, HNWI and UHNWI), does not include institutional assets

Key focus markets for S&SEA: building Singapore as a Wealth Hub and poised to capture growth opportunities across segments in India

Singapore key metrics

FY22 vs. FY21

Premier customer growth	+9%
Revenue growth	+52%
Deposit growth	+9%
Invested assets growth	+22%
VNB growth	+146%

Strategic focus

Singapore

- ◆ Our strategy in Singapore is to serve domestic and international customers
- ◆ We provide full transaction banking, lending and wealth services to our domestic customers
- ◆ The International Wealth Hub (IWH) serves affluent customers across key corridors (mainland China, ASEAN, India and UAE)

India

- ◆ Our strategy in India focuses on the emerging affluent and above as well as non-resident Indian (NRI) customers
- ◆ We are well positioned across the key NRI corridors in Europe, Middle East and North America
- ◆ Our Premier proposition and onshore Private Bank launch will accelerate growth in wealth
- ◆ We continue to improve our transactional banking propositions and scale up our wealth manufacturing capabilities in insurance and asset management

India key metrics

FY22 vs. FY21

Premier customer growth	+5%
Revenue growth	+2% (+8% constant currency)
Deposit growth	(7)% (+4% constant currency)
Invested assets growth	+215%
NRI customer growth	+9%

Conclusion

- 1 Expansion in South and South-East Asia is a critical component of **delivering our Asia strategy**
- 2 Providing **regional and global connectivity** to markets across South and South-East Asia; a region with **high growth potential and favorable demographics**
- 3 We plan to **further invest** in S&SEA to **accelerate growth**, with a **focus on Singapore and India**

WPB digital

Catherine Zhou | Global Chief Information Officer, WPB



WPB digital introduction



Global digital capabilities

- ◆ Building **digital scale** and reach
- ◆ **Resilient** platforms
- ◆ Delivering **global digital propositions**



Customer focused Innovation

- ◆ **Creating value** from building digital ecosystems
- ◆ Defining **the future of banking** through emerging technologies



Award winning performance

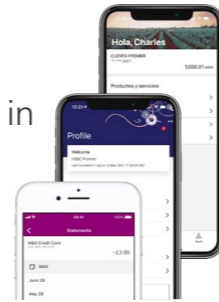
- ◆ Award-winning, **customer-centric experiences**

WPB global digital overview – putting HSBC in our customers’ pockets

Building digital scale and reach

Mobile X: global multi-market mobile platform

- ◆ Ambition to have a **single mobile platform** for all markets, HSBC brands and entities globally
- ◆ **24 markets** with over **13m active customers** (around 2m in HK) as at FY22
- ◆ Added **c.1.8m mobile active customers** in the last year¹
- ◆ **200+** global journeys can be configured for local market deployment



Digital Security Platform: leading security journeys

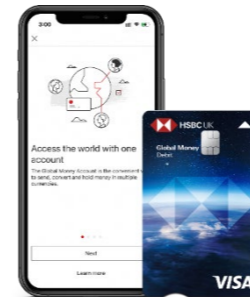


- Live in **22 markets** at 4Q22
- ◆ Processing close to **1bn real-time customer authentications** in 2022
 - ◆ **77bn** incoming API calls per year, **99.91%** uptime across all DSP markets

1. Active customers logged into a HSBC Mobile App at least once in the last 30 days across the 20 markets where mobile active customers are tracked
 2. Total number of digital sales (# units) per product as a percentage of the total WPB sales (# units) across retail, comparison vs. FY21

Simpler, smarter, more secure global digital propositions

- ◆ FY22 **Group technology spend of \$6.1bn** (up 19% vs. FY19) is a key enabler of our global digital delivery
- ◆ Global technology investment and enhanced propositions are driving increased digital adoption: FY22 global digital WPB retail sales² **up 2.2ppts to 48.4%**; FY22 Asia digital wealth sales³ **up 2.0ppts to 82.2%**

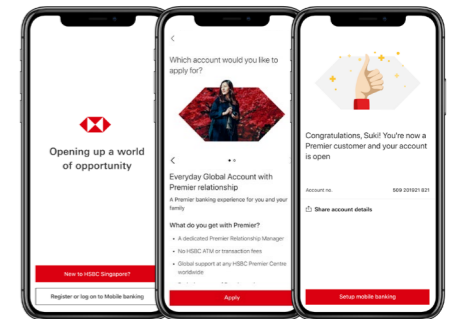


Global Money Platform

8 markets with over **650k** customers using Global Money capabilities in 2022, with over **\$11bn** in payment turnover⁴

Digital Account Opening

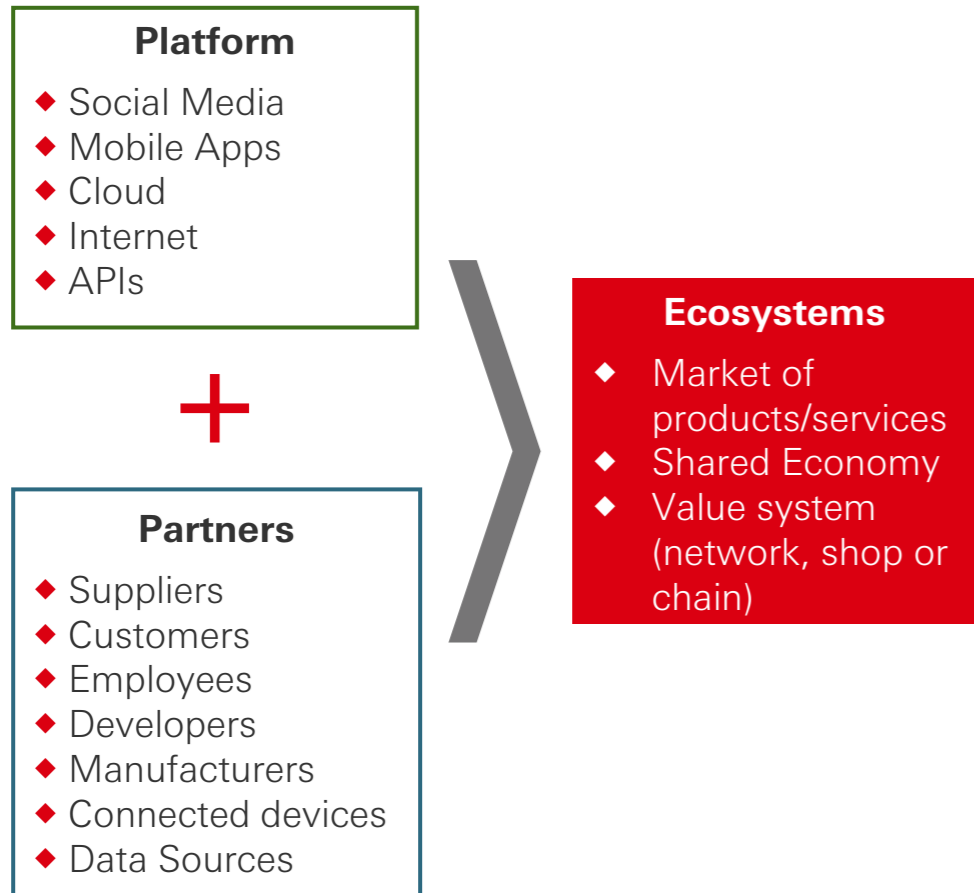
New journey allows customers in Singapore to apply for and **open an account on their mobile in <5mins**



3. Total number of digital wealth sales (# units) per product as a percentage of the total WPB sales (# units) across wealth. Comparison vs. FY21
 4. Payment turnover is defined as international payments, debit card transactions, FX transactions and internal transfers between customer currency accounts

Interconnectivity has changed consumer behaviour

Creating value from building digital ecosystems



- ◆ **>75% market share** of P2P payments¹
- ◆ **2.9m** customers²
- ◆ **50k** merchant outlets²
- ◆ **>60%** Millennial and Gen Z customer base³

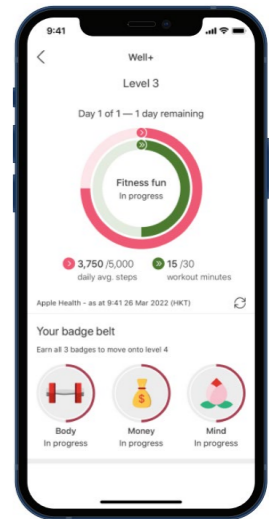
Health and Wellness

Well+
140k+ users⁴

- ◆ Our wellness reward programme that **Encourages engagement** for financial, mental and physical wellbeing
- ◆ Pulls data from multiple sources to track user **Health & Wellness**

Benefits+
12k+ Doctor video consultations³

- ◆ One-stop **health and wellness digital platform** for employees
- ◆ Also providing **health scans** and an **extensive health marketplace eShop**



1. In Q4 2022. Source: HKMA
2. At 31 December 2022

3. At 30 April 2023
4. At 31 March 2023

Opening up new opportunities for our customers

Defining the Future of Banking through the exploration of emerging technologies

HSBC Events

to conduct virtual collaboration events for closed set of clients and colleagues across the globe

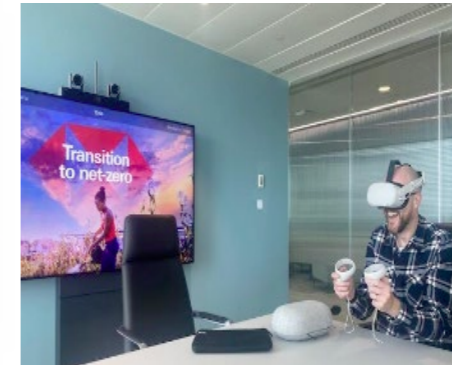


Gaming Platforms

to raise brand awareness for gaming population
Taken space in The Sandbox

Virtual banking services

to engage with customers more effectively than call centers or online bots

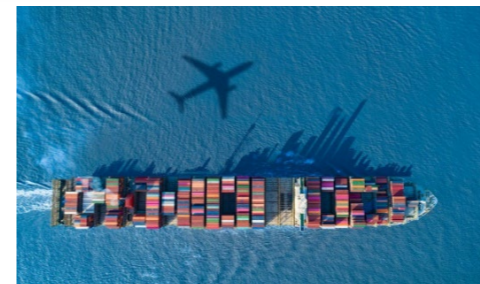


Future ways of working

including onboarding new joiners, using collaborative tools, doing data analysis in more immersive environments

Brand story telling

using the underlying technologies such as AR in marketing campaign



Creating digital twins

to support branches & our customers in facility management

Award-winning digital delivery

Our award-winning customer experiences show customer centricity is at the heart of what we do

WealthBriefing Asia Awards 2022
 CUSTOMER FACING DIGITAL CAPABILITIES - SOUTH-EAST ASIA
 WINNER - HSBC Global Private Banking
WealthBriefing Asia Awards
 Winner 'Customer-facing Digital Capabilities' in 2022

Private Banking Awards ASIAMONEY
Asiamoney Asia Private Banking Awards 2023
 Best Digital Private Bank in Asia and Best Digital Private Bank in HK

2022 ASIAN PRIVATE BANKER AWARDS FOR DISTINCTION
 BEST PRIVATE BANK DIGITAL INNOVATION AND SERVICES
Asian Private Banker Awards for Distinction
 Best Private Bank – Digital Innovation & Services

Private Banking Awards 2022
 Excellence in Client Onboarding and Outstanding Use of Technology by a Private Bank in 2022

MEAFINANCE Banking Technology Summit & Awards 2022
 Best Mobile Banking Service for our Global Money Account and Best Open Banking & API implementation

Digital CX 2022 Awards
 OUTSTANDING DIGITAL CX IN FX SERVICES WINNER
 OUTSTANDING DIGITAL CX - MORTGAGE PRODUCT WINNER
 OUTSTANDING DIGITAL CX - CORPORATE BANKING APP WINNER
 BEST DIGITAL CX - ACCOUNT OPENING AND CUSTOMER ONBOARDING (SME Banking) WINNER
 OUTSTANDING DIGITAL CX - MOBILE BANKING (Wealth Management) WINNER

Launch of Global Money
 Winner 'Outstanding FX Services Solution' and highly acclaimed for 'Outstanding Account Opening and Onboarding Initiative' at the Middle East and Africa innovation awards 2022 by the Digital Banker

Bloomberg Businessweek Financial Institution Awards 2022
 Winner 'Excellence award in Private Banking' in 2022

External Recognition of our Digitalisation Efforts in 2022
 Over 25 industry awards for Global Private Banking & Wealth, including 11 Technology Awards

Awarded 'Wealth Platform of the Year'
 in HK, Indonesia and Taiwan by Asian Banking & Finance Retail Banking

HSBC MPF Mobile Services
 2022 MPF Awards 'Best Use of Technology'
 HK Leaders' Choice 2022 Excellent Brand of MPF Mobile Services

First in Asia to offer GPB clients discretionary portfolio management on a mobile app
 Launched the ASPIRE Discretionary programme on mobile app

Product demos

Showcasing some of our innovative capabilities

Mobile X	<p>Real-time international transfers proposition, the breadth of Wealth Management services, and Personal Financial Management</p>
International Account Opening	<p>Helping customers to get their finances ready abroad, before moving, through our Digital International Customer Onboarding</p>
Prism Advisory	<p>Our portfolio-based advisory and investment service combining expert guidance and data driven insights</p>
Business Go	<p>Making business easier for SMEs by bringing together business optimisation tools, insights, and expert advice</p>



Appendix

Glossary

API	Application programming interface	IWH	International wealth hub
ASEAN	The Association of Southeast Asian Nations (ASEAN) is a trade bloc of 10 member states: Brunei, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam	MENA	Middle East and North Africa
AUM	Assets under management	NNIA	Net New Invested Assets
CMB	Commercial Banking, a global business	NRI	Non-resident Indian
DSP	Digital security platform	NTB	New-to-bank
GBM	Global Banking and Markets, a global business	P2P	Peer-to-peer
GDP	Gross domestic product	PE	Private equity
GPB	Global Private Banking	PWP	Personal Wealth Planner
Group	HSBC Holdings plc and its subsidiary undertakings	REIT	Real estate investment trust
HKMA	Hong Kong Monetary Authority	RM	Relationship manager
HNW	High net worth	RoW	Rest of the world
IAM	Independent asset manager	SME	Small and medium sized enterprises
International customer (WPB)	WPB international customers comprises customers who are either multi-country, non-resident or resident foreigners within International markets in the UK, Hong Kong, Canada, the US, India, Singapore, Malaysia, UAE, Australia, mainland China and CIOM. Multi-country are those customers who bank in more than one market; Non-Resident customers are those whose address is different from market; Resident Foreigners are customers whose nationality, or country of birth for non-resident Indians and overseas Chinese is different to market we bank them in. Note, customers may be counted more than once when banked in multiple countries	S&SEA	South and South-East Asia. HSBC financials for S&SEA represent HSBC Asia, excluding Hong Kong and mainland China
		UHNW	Ultra-high net worth
		VNB	Value of new business written
		WPB	Wealth and Personal Banking, a global business

