

4 March 2025

HSBC announces appointment of Group Customer and Culture Director

HSBC Holdings plc (the 'Company') today announces that Ian Stuart has been appointed as Group Customer and Culture Director. This is a newly created role, reporting into Group Chief Executive, Georges Elhedery, to ensure the customers' voice is embedded at the heart of the bank's strategy and that the financial needs of customers are being met through the development of market-leading products and propositions globally.

Ian will take on this role, subject to the appointment of his successor as CEO of HSBC UK. A process to appoint Ian's successor is underway and an update will be provided on this, and Ian's start date for his new role, in due course.

This appointment will support the continued execution of the bank's strategy which will see HSBC become a simpler, more dynamic, agile organisation by operating through four key businesses. These changes are being completed at pace and will create a more focused organisation built on its core strengths, delivering strategic growth for our customers and shareholders.

Georges Elhedery, Group Chief Executive, said:

"A customer-centric, high-performance culture is the foundation of delivering exceptional outcomes for our customers. It builds trust, enhances experiences, and ensures customer satisfaction whilst empowering our colleagues to meet customer needs, drive innovation, and unlock new opportunities. This is vital to the long-term success of HSBC.

"In this new role, Ian will consistently challenge the Group Operating Committee in shaping the culture, ensuring that the voice of the customer informs every decision and action we take. I look forward to seeing Ian's impact across the Group."

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Note to editors:

HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 58 countries and territories. With assets of US\$3,017bn at 31 December 2024, HSBC is one of the world's largest banking and financial services organisations.

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