



Connecting customers to opportunities

HSBC aims to be where the growth is, enabling businesses to thrive and economies to prosper, and ultimately helping people to fulfil their hopes and realise their ambitions.

◀ Denotes an alternative performance measure

Group long-term strategy

Our strategy enables us to connect customers to opportunities. It is supported by long-term global trends and our strong combination of strategic advantages:

- Leading international bank
- Exceptional access to high-growth markets
- Balance Sheet strength

Invest in wealth and retail businesses with local scale

To make the most of global social mobility, wealth creation and long-term demographic changes in our priority markets

Group FY18

Adjusted PBT ▶
(FY17: \$21.1bn)

\$21.7bn

Adjusted jaws ▶
(1.2)%

Ordinary dividends
In respect of period
(FY17: \$0.51)

\$0.51

RoTE
(FY17: 6.8%)

8.6%

For reported results and further information, please refer to the 2018 Annual Report and Accounts.

GPB FY18

Adjusted PBT ▶
(FY17: \$296m)

\$344m

Client assets
(FY17: \$330bn)
\$309bn

Net new money (NNM)
In areas targeted for growth
(FY17: \$15bn)

\$15bn

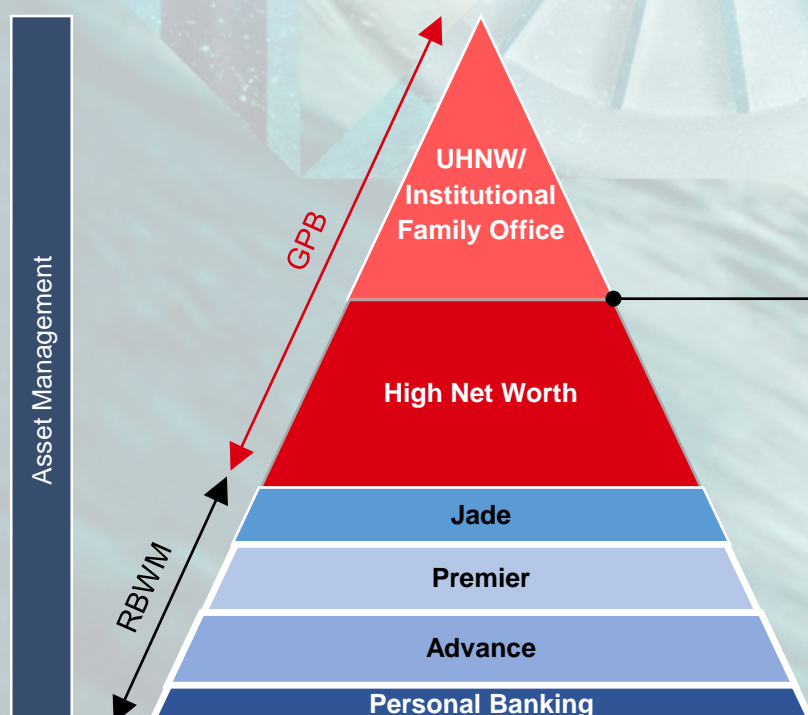
RoTE
Excl. significant items and UK Bank levy
(FY17: 7.1%)

9.9%

Global Private Banking

We serve high net worth and ultra high net worth individuals and families, including those with international banking needs

Wealth segments



Investment Management

Trusts and succession planning

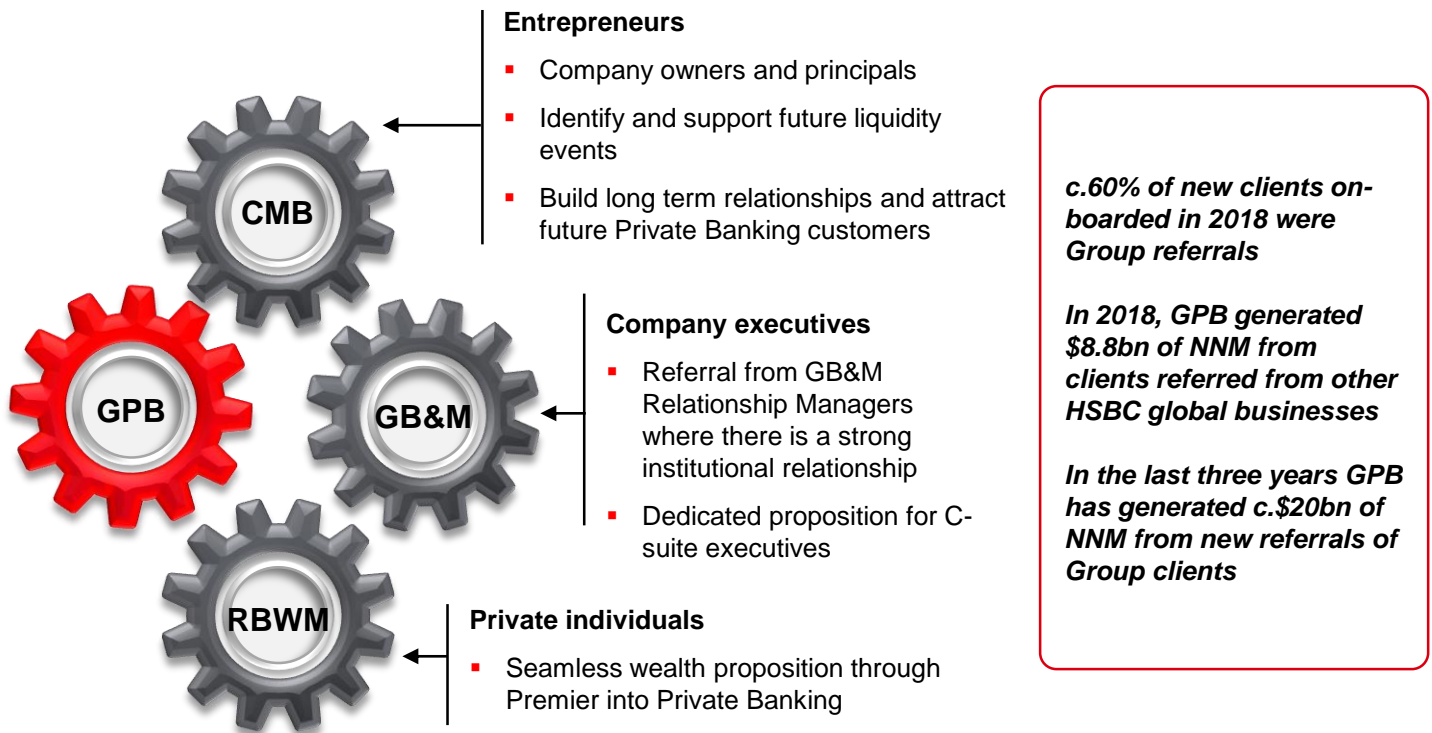
Bespoke financing solutions

Alternative investments

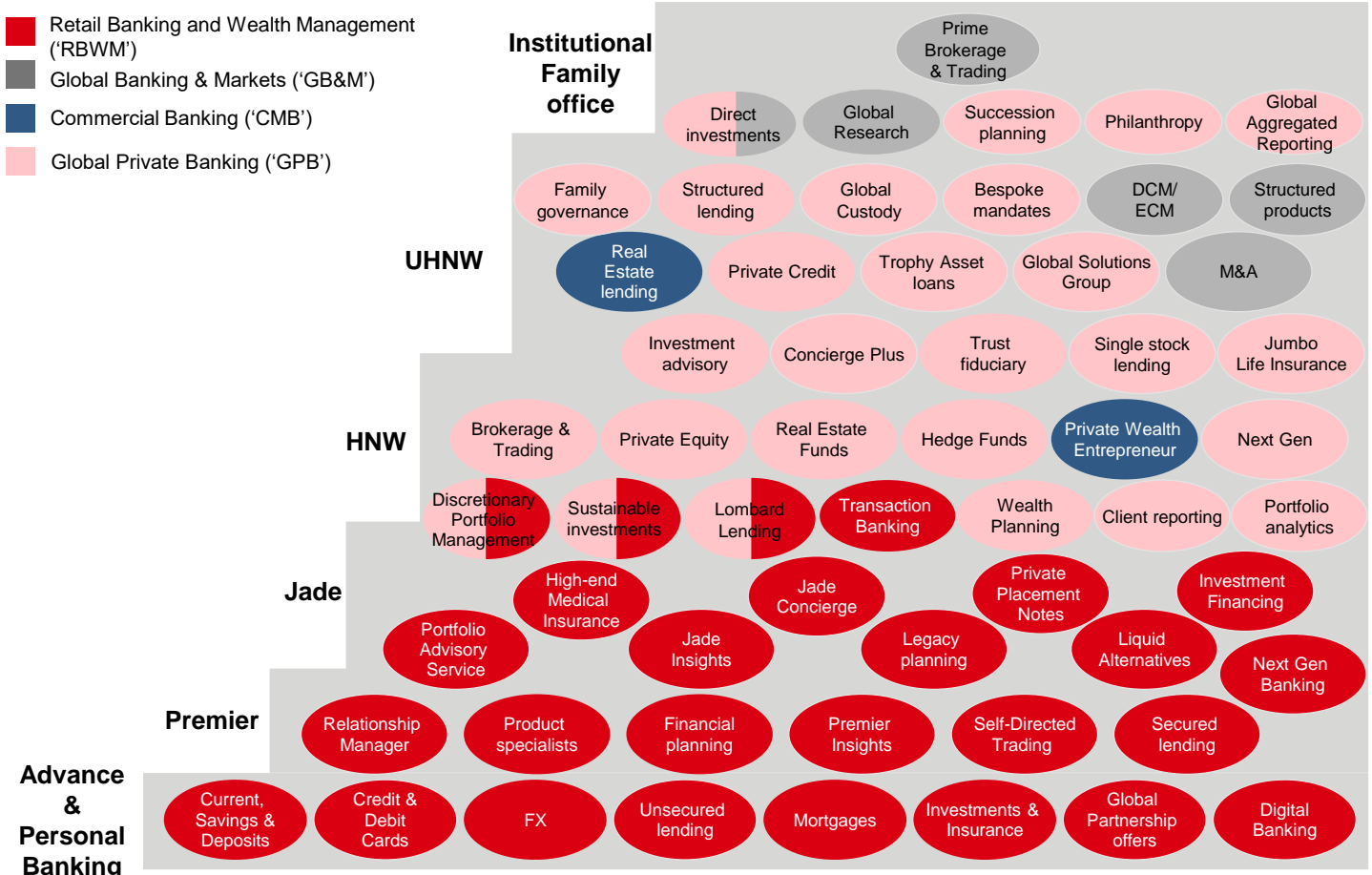
Serving High Net Worth (HNW) and Ultra High Net Worth (UHNW) clients globally

- 11 core booking centres in strategic locations
- Unrivalled Group client base rooted in the Bank's commercial banking origins
- Unique client solutions leveraging HSBC Asset Management and Global Markets capabilities

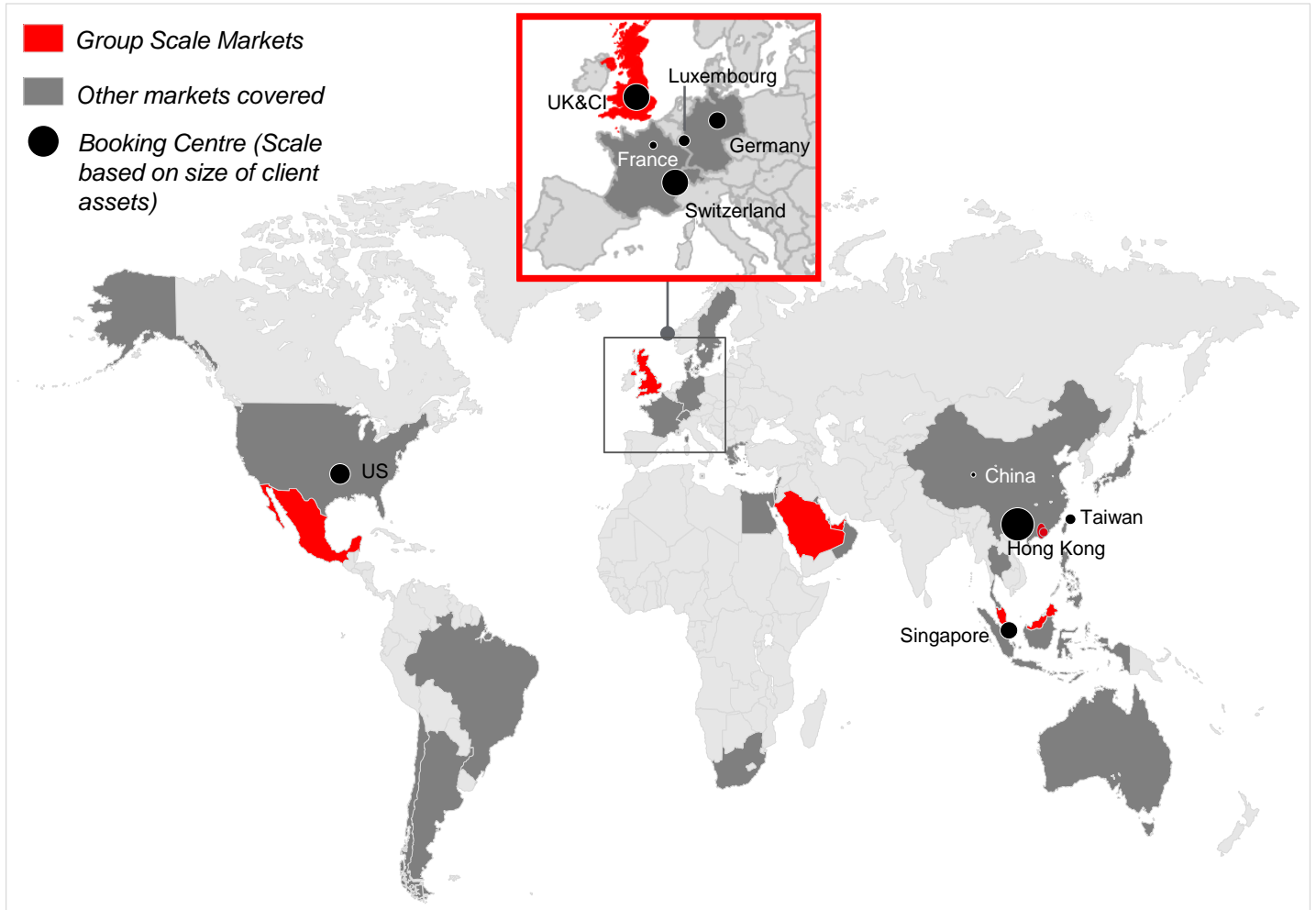
Meeting the wealth management needs of our Ultra High Net Worth and High Net Worth customers



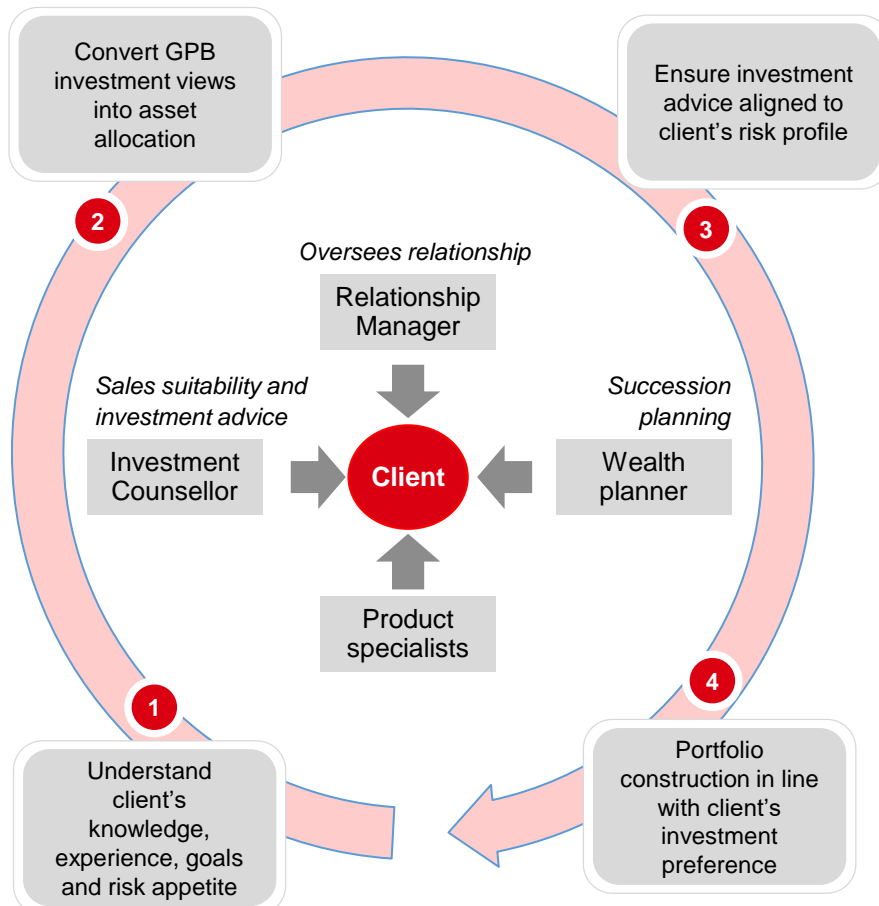
Bringing more of the HSBC Group to our customers throughout their wealth journey



Refocused the business on 11 strategic booking centres and 34 Target Markets



Enhancing the client service model with embedded advisory capabilities



Enhancing client experience

Increased **frequency of client contact** with the wider team

Sales Quality Standards embedded with highly qualified individuals delivering **appropriate advice**

Proactive, targeted and timely investment ideas, delivered **consistently**

Increase in Investment Counsellors providing **improved client outcomes**

Key to meeting client needs and becoming a **trusted advisor** to clients

Redesigned investment services

Investment in platforms

- Core system replacement underway - Avaloq
- New global digital platform roll-out starting with UK in 2018
- Knowledge and Research Centre live - best of HSBC Global Research

Discretionary reconfigured

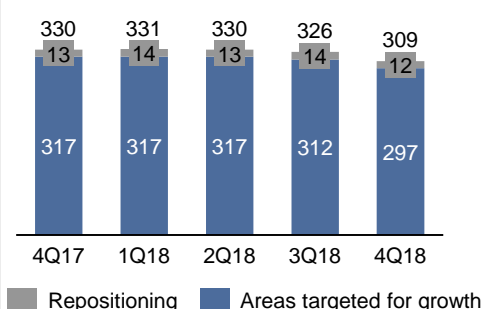
- Full suite of multi-asset, single-asset and alternative investments solutions
- Better client outcomes – move from static to active strategic asset allocation
- Consistency of product offerings across centres

Advisory enhanced

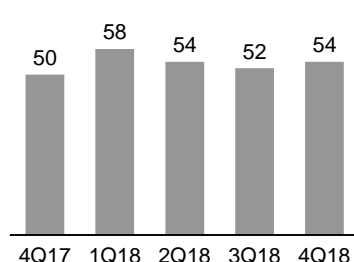
- Enhanced advisory mandate proposition ('Prism advisory') being rolled-out globally
- Investment underway in best-in-class supporting technology platform

Results: FY18 highlights

Reported client assets (\$bn)

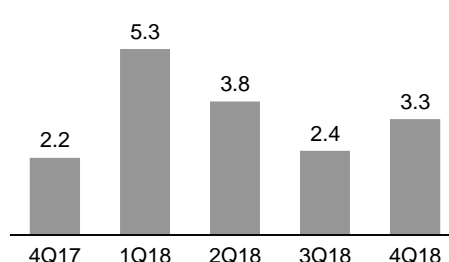


Return on Client Assets (bps)



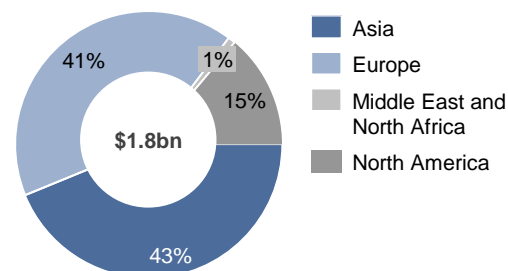
Net new money, \$bn

In areas targeted for growth



FY18 Adjusted income statement

\$m	FY17	FY18	% change
Revenue	1,723	1,785	4%
Investment	700	717	2%
Lending	393	391	(1)%
Deposit	404	497	23%
Other	226	180	(20)%
ECL/LICs	(16)	8	>100%
Operating expenses	(1,411)	(1,449)	(3)%
Profit before tax	296	344	16%
RoTE excluding significant items and UK bank levy (%)	7.1%	9.9%	2.8%



10% revenue growth in areas targeted for growth

Important notice and forward looking statements

Important notice

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Non-GAAP financial information

This Presentation contains non-GAAP financial information. The primary non-GAAP financial measures we use are presented on an 'adjusted performance' basis which is computed by adjusting reported results for the period-on-period effects of foreign currency translation differences and significant items which distort period-on-period comparisons. Significant items are those items which management and investors would ordinarily identify and consider separately when assessing performance in order to better understand the underlying trends in the business. Reconciliations between non-GAAP financial measurements and the most directly comparable measures under GAAP are provided in the 2018 20-F and the Reconciliations of Non-GAAP Financial Measures document, both of which are available at www.hsbc.com. Information in this Presentation was prepared as at 13 March 2019.