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**HSBC MAKES STRONG PROGRESS TO ASIA WEALTH DRIVE**  
*On track to hire over 1,000 wealth roles in 2021*

- *Wealth revenues up 57% and Wealth balances up 18% in Asia YoY*
- *Net New Money flows in Global Private Banking and Asset Management up 89% and 4x, respectively*
- *Nearly 80% of retail wealth sales in Asia were via digital channels*

HSBC's wealth business in Asia delivered a strong start in the first quarter of 2021 since the roll out of its USD3.5 billion investment plan<sup>1</sup>. Wealth and Personal Banking (WPB) is on track to hire over 1,000 client-facing wealth roles in Asia by the end of 2021 as part of the bank's strategy to become the leading wealth manager in the region by 2025.

In February 2021, HSBC announced that it plans to hire more than 5,000 client-facing wealth roles in the next five years, including relationship managers, investment counsellors and specialists to better support affluent, high net worth and ultra-high net worth clients in Hong Kong, mainland China and Singapore.

In 2020, HSBC held the largest pool of client assets across the wealth continuum of mass affluent to ultra high net worth clients in Asia at USD488 billion<sup>2</sup>.

**Greg Hingston, Regional Head of Wealth and Personal Banking, Asia Pacific** said: "Our USD3.5 billion investments are underway, enabling us to deliver a robust start in Asia this year across the full spectrum of our wealth clients, with new digital wealth capabilities, innovative products and the expansion of our omni-channel distribution, including boosting our wealth frontline teams. As the leading wealth manager across the full wealth continuum in Asia, we are seeing increased trading and investment activity from new and experienced investors on mobile and communicate with our relationship managers and wealth specialists for more sophisticated needs."

**Solid Q1 2021 financial performance**

Asia remains the key growth engine for WPB, delivering USD1.2 billion of Adjusted Profit Before Tax in Q1 2021, two thirds of global WPB profits. Wealth revenues in Asia surged by 57% year on year to USD1.5 billion while Asia wealth balances<sup>3</sup> grew 18%, contributing nearly half of the global USD1.6 trillion of Wealth Balances<sup>3</sup>.

At present, about 80%<sup>4</sup> of retail wealth sales in Asia Pacific are conducted through digital channels as clients and investors expect seamless access to financial and wealth products.

HSBC's Private Banking business in Asia attracted USD6.6 billion of net new money (NNM) in Q1 2021, up 89% year on year, comprising half of global NNM. In the same period, HSBC Asset Management recorded an over four-fold increase of NNM to USD3.3 billion in Asia, contributing 29% of global inflows. Leveraging its strengths as a global universal bank, HSBC continued to attract and deepen client relationships through cross-business referrals from existing commercial, corporate and institutional clients.

**Hingston** added: "Our unique advantage lies in our ability to serve the entire progression of wealth needs - from first time investors to mass affluent families to high net worth and ultra high net worth clients and their businesses, allowing us to grow with them at every stage of their wealth journey. Combined with our established strengths in commercial, corporate and investment banking, and in-house insurance, asset management and Markets, we're able to bring the full extent of HSBC's expertise and international connectivity to serve across the full spectrum of wealth management needs."

### **Scaling up Private Banking, Asset Management, Insurance and Markets**

HSBC's leading Private Banking franchise in Asia and in-house manufacturing strengths in Insurance, Asset Management and strong collaboration with Global Markets continue to play a key role in building a leading wealth business in Asia.

In the first quarter, to support the Group's build out in the ASEAN region, HSBC set up a new onshore private banking business in Thailand and launched a dedicated Independent Asset Managers' desk in Singapore to meet the needs of family offices and independent advisors managing wealth on behalf of their clients. We also recently launched the new Institutional Family Office service in Hong Kong and Singapore, which allow single-family office clients across Asia to access HSBC's team of investment banking specialists, armed with a full array of financing solutions and product capabilities.

To serve the increasing demand from mass affluent and HNW investors for diversification and more sophisticated wealth solutions, HSBC Asset Management launched multiple products across Hong Kong, mainland China, Singapore and India, for example:

- Asia Multi-Asset High Income Fund in Hong Kong
- Evolving Asia Equity Fund in mainland China
- Portfolio Management Services and Global Equity Climate Change Fund of Fund in India (first of its kind)
- Deployed USD300 million GBA Multi Asset portfolio with Hong Kong

In the first quarter of 2021, HSBC Life delivered a resilient performance in a challenging environment with Annualised New Premium growth of 9% year on year to USD676 million and Value of New Business of USD266 million. In Hong Kong, HSBC Life scaled up its retail health and wellness platform HSBC Life Well+ as well as the digitally integrated employee well-being platform HSBC Life Benefits+<sup>5</sup>, serving over 24,000 users. In mainland China, we

expanded our new mobile personal wealth planning service, HSBC Pinnacle, to four cities – Guangzhou, Hangzhou, Shanghai and Shenzhen, with four new products by HSBC Life China, including a market-first GBA unit-linked fund. Furthermore, remote insurance advice and digital fulfilment models were deployed across markets in Asia.

HSBC's Global Markets continues to build bespoke wealth solutions, increasingly on digital platforms for FX, Equities, Bonds, structured products and private placements for wealth clients in Hong Kong, mainland China, Malaysia and Singapore. Global Markets is also a leading provider of sustainable investments across asset classes, including Asia's first RMB green certificates of deposit for retail investors in Hong Kong in the first quarter of this year.

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**Note to editors:**

1. In February 2021, HSBC announced plans to invest over USD3.5 billion in the next five years to accelerate the growth of its WPB business in Asia. These investments will focus on expanding our wealth teams to increase distribution capabilities in Hong Kong, mainland China, and Singapore; enhancing our digital wealth capabilities and platforms across Asia and developing new products to deliver a distinctive wealth experience across the full client spectrum.
2. HSBC is ranked first in Asia Wealth Continuum (ex-China onshore) league table from Asian Private Banker 2020. It includes client assets classified as "wealth" or "wealth management" assets, held by retail banks (with a private banking facility) across client segments and increasingly serviced from an integrated platform.
3. As of end of 31 March 2021. Wealth balances include Premier and Jade deposits and AUM, GPB client assets and AMG AUM.
4. As of end of 31 March 2021.
5. HSBC Life Benefits+ is a leading digital employee benefits solution launched to commercial clients in Hong Kong in February 2021. The solution is the first-of-its kind dedicated health and wellness proposition for Hong Kong employers with flexible group medical and life coverage and an immersive one-stop digital platform for employees.

**The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$2,959bn at 31 March 2021, HSBC is one of the world's largest banking and financial services organisations.

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