

1 April 2025

**HSBC OPENS FIRST PREMIER ELITE  
WEALTH CENTRE IN HONG KONG***Redefining the branch service experience for wealth management customers*

HSBC officially unveiled its first Premier Elite Wealth Centre in Hong Kong today. The opening marks a significant step in the bank's efforts to seize the unparalleled wealth management opportunities in Hong Kong and across Asia. The new Centre embodies HSBC's commitment to innovative service approach, blending traditional branch experiences with a lifestyle-oriented, immersive and digital interior in a spacious, luxurious environment.

Launched in 2023, Premier Elite has become a key part of HSBC's wealth strategy, serving clients with a total relationship balance of at least HKD7.8 million. It also aligns with the Bank's goal to be the preferred financial franchise for affluent individuals in the region. HSBC, with its established reputation, has been recognised by Asian Private Banker for its comprehensive wealth management platform and innovative solutions across the wealth continuum.

**Maggie Ng, Head of Wealth and Personal Banking, Hong Kong, HSBC,** says: "HSBC is the leading bank and the largest wealth distributor in HK. The steady increase in our new-to-bank customers demonstrates our right to capture the growth in the market and also validates Hong Kong's status as the world's premier cross-border wealth hub. Our Premier Elite Wealth Centre, strategically located in the iconic HSBC Main Building in central, underscores our commitment to Hong Kong as our home market and a crucial pillar of our global wealth strategy."

With nearly 100 wealth servicing professionals, the new Centre spans over 10,000 square feet, occupying half of the fifth floor of HSBC's headquarters in Central. It features nearly 40 fully equipped meeting rooms designed for in-depth discussions on financial planning, portfolio optimisation, and wealth succession.

HSBC offers an extensive range of over 1,000 investment management products that cater to the entire wealth continuum, tailored to meet the diverse financial aspirations of clients. Experienced Premier Elite Directors and specialists will guide clients, leveraging HSBC's state-of-the-art Wealth Portfolio Intelligence Service to create comprehensive wealth roadmaps that help fulfill their financial goals.

The Centre features an elegant and contemporary design, establishing a new standard for luxury, personalised banking experiences and serving as a prototype for future Wealth Centres. It includes a bar and lounges with exclusive food and beverage offerings, all complemented by stunning panoramic views of Victoria Harbour. These spaces can be adapted for workshops, cocktail receptions, soirées, and other lifestyle events. The first HSBC Premier Elite Wealth is poised to become a global hub for international banking services, catering customers worldwide.

In celebration of HSBC's rich heritage, the Centre showcases rare art pieces and a heritage wall that highlights historical photographs and key milestones of the Bank since its establishment in 1865 in Hong Kong.

The remainder of the fifth floor of the HSBC Main Building will be temporarily closed for renovations, with plans to welcome HSBC Premier customers in Q3 2025. In the latter half of 2025, HSBC will launch other key initiatives to enhance the brand experience for customers, including the opening of another Premier Elite Centre.

Since the beginning of 2025, HSBC has opened two new outlets: a Retail Banking Centre at the West Kowloon High-Speed Railway Station and the Kai Tak Branch and Premier Centre. These openings align the growth of the Bank's service network with the city's development, ensuring that HSBC provides services where customers need us most.

As part of HSBC's commitment to an omni-channel strategy, the Bank is also making significant investments to enhance the functionality and customer experience of its digital banking services. More details about the flagship HSBC Mobile App will be unveiled shortly.

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**Note to editors:**

**Photo Caption**



Georges Elhedery, Group Chief Executive (middle), Suzy White, Group Chief Operating Officer (second from left), Luanne Lim, Chief Executive Officer Hong Kong, HSBC (second from right), Maggie Ng, Head of Wealth and Personal Banking, Hong Kong, HSBC (first from left), and Janet Pang, Head of Distribution, Wealth and Personal Banking, Hong Kong, HSBC (first from right) officiated the opening ceremony of the HSBC Premier Elite Wealth Centre in Hong Kong.

**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 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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