

4 September 2025

HSBC Leadership Changes in Hong Kong

We are pleased to announce a series of appointments to put us in the best position to collaborate and capture the significant growth opportunities we see in Hong Kong, driving customer-centricity, delivering focused sustainable growth, and being simple and agile.

Diana CESAR will return from her assignment as Chief Executive of Hang Seng Bank, to The Hongkong and Shanghai Banking Corporation Limited. In her new role as **Vice Chairman, Hong Kong**, she will advise the Co-Chief Executive Officers of Asia and Middle East, HSBC, to best develop the Hong Kong business and maximise its inherent potential.

Diana joined HSBC in 1999. Before her time at Hang Seng Bank, she was Chief Executive of HSBC Hong Kong from 2015 to 2021. During a wide-ranging career with HSBC, she has held leadership roles as Head of Retail Banking and Wealth Management in Hong Kong and as Regional Head of Distribution Strategy and Consumer Propositions for Asia Pacific.

Diana has led Hang Seng Bank through a challenging period, successfully future-proofing the business to enable sustainable growth and brand preference from the local community. At the same time, she has maintained a very healthy capital position whilst increasing shareholders' return.

Luanne LIM will be appointed as **Executive Director and Chief Executive, Hang Seng Bank**, effective in October 2025, subject to regulatory approval.

Luanne joined HSBC in 1999. She has held leadership roles and spearheaded strategic growth and transformation initiatives across many of HSBC's key markets in Asia, delivering outstanding results in challenging environments. Over the past four years as Chief Executive Officer, Hong Kong, she has driven significant business growth, brand and community engagement.

Given Luanne's experience in strategic partnerships, digitalisation, innovation, and her strong collaboration with clients, industry leaders and government bodies, she is the ideal CEO to lead the next phase of Hang Seng Bank's development, aligned with the evolving opportunities in Hong Kong.

Maggie NG will take on the responsibilities of **Chief Executive Officer, Hong Kong, HSBC**, in addition to her current role as Head of Retail Banking & Wealth, Hong Kong. This will be effective in October 2025, subject to regulatory approval.

Maggie joined HSBC in 2020 as the Head of Wealth and Personal Banking, Hong Kong. With over 20 years' experience in the finance industry, Maggie has a proven track record in delivering growth, focused particularly on wealth management; improving customer advocacy; driving digital transformation and effectively managing risks; all underpinned by a people-focused culture.

Since joining HSBC, Maggie has overseen significant growth in our largest retail banking and wealth management market. This will continue to be a key driver of our strategic growth, focusing on acquiring new-to-bank international customers and driving wealth sales and digital penetration. She will work closely with the other members of the HSBC Hong Kong Operating Committee to capture the significant growth opportunities across our businesses.

David LIAO, Co-Chief Executive, Asia and Middle East, HSBC, said: "I would like to congratulate Diana, Luanne and Maggie on their new roles. I would like to thank Diana for her many contributions to the development and resilience of Hang Seng Bank over the past four years. I am also grateful to Luanne and Maggie for their significant contributions and achievements while leading HSBC's Hong Kong business and the largest retail banking and wealth management market respectively.

"We are already the market leader in Hong Kong, and have substantial further opportunities to invest and grow. Both HSBC Hong Kong and Hang Seng Bank have vital roles to play in this. Diana, Luanne and Maggie will all continue to play an important part in delivering growth in our key home market of Hong Kong."

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Note to editors:

Diana CESAR profile

Diana CESAR will be Vice Chairman, Hong Kong, serving as an advisor to the Co-Chief Executives of Asia and the Middle East, effective in October 2025. She is currently Executive Director and Chief Executive of Hang Seng Bank and Chairman of other subsidiaries in Hang Seng Group.

Prior to joining Hang Seng Bank, she was Chief Executive of HSBC Hong Kong. During a wide-ranging career with HSBC, she held leadership roles in Retail Banking and Wealth Management, including Products Development, Sales and Distribution, Customer Propositions and Marketing. She was Head of Retail Banking and Wealth Management in Hong Kong and Regional Head of Distribution Strategy and Consumer Propositions for Asia Pacific.

Diana currently supports several civic and industry organisations. She is a Member of the Hong Kong Monetary Authority's Financial Infrastructure and Market Development Subcommittee. She serves as a Council Member of the Treasury Markets Association, a Director of The Community Chest of Hong Kong, and non-official member of the Women's Commission. She is Chairman of the Board of Governors of The Hang Seng University of Hong Kong.

Luanne LIM profile

Luanne LIM will be appointed as Executive Director and Chief Executive, Hang Seng Bank, effective in October 2025, subject to regulatory approval. She is currently Chief Executive Officer, Hong Kong, HSBC. Previously, she served as Chief Operating Officer, Hong Kong, HSBC, a role that she held since 2017.

She has 28 years of experience in the banking industry. Since joining HSBC - in Singapore in 1999, she has held leadership roles and spearheaded strategic growth and transformation initiatives across HSBC's key markets in Asia.

She currently holds various roles in the financial services industry. She serves as Vice Chairperson of the Hong Kong Association of Banks, and sits on the Banking Advisory Committee and Financial Infrastructure and Market Development Sub-Committee of the Hong Kong Monetary Authority. She is a member of the Board of Directors of the Financial Services Development Council, council member of Treasury Markets Association and member of the Academy of Finance. She is also the Chairperson of Financial Services Advisory Committee and the Asia Financial Forum Steering Committee of the Hong Kong Trade Development Council (HKTDC). She also serves the Community Chest as a Director.

Maggie NG profile

Maggie NG will take on the responsibilities of Chief Executive Officer, Hong Kong, HSBC, in addition to her current role as Head of Retail Banking and Wealth, Hong Kong, effective in October 2025, subject to regulatory approval.

She looks after the growth agenda for HSBC's most valuable WPB business, supporting the financial and wealth needs across the full spectrum of the Bank's customer base. She has a proven track record in delivering growth, improving customer advocacy, driving digital transformation and effectively managing risks.

She joined HSBC from IG Group, a leading online trading provider, where she was the Greater China CEO. Prior to that, she co-founded a fintech wealth management and asset management company – Assured Asset Management – which was recognised in 2019 as the “Best New Wealth Management Platform” by AsiaAsset Management magazine and “Editors’ Triple Star” by the Asset magazine.

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 57 countries and territories. With assets of US\$3,214bn at 30 June 2025, HSBC is one of the world's largest banking and financial services organisations.

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