

14 February 2022

HSBC NAMES LUANNE LIM CHIEF EXECUTIVE, HONG KONG

HSBC announced the appointment of Luanne LIM as Chief Executive, Hong Kong, effective today.

Luanne was appointed Interim Chief Executive, Hong Kong, in September 2021. Prior to that, she was Chief Operating Officer, Hong Kong, HSBC, a role that she has held since 2017.

David LIAO, Co-Chief Executive of HSBC Asia Pacific, said, “Luanne was the standout candidate for this role. Over the last six months, she has demonstrated a combination of natural leadership with a deep understanding of both the industry and how HSBC’s global aspirations fit within it. Her proven energy and skill in delivering results that support our commercial and operational goals is what we need as we continue to transform to meet the opportunities for growth here in Hong Kong and beyond.”

Luanne LIM said, “I am honoured by this tremendous opportunity to lead HSBC in Hong Kong. This is an exceptional time to be part of HSBC as we accelerate our investment in Asia. We are an integral part of Hong Kong and are committed to supporting our communities and the businesses that are their lifeblood. I am excited to work with our very talented team and together, we will build on our legacy of trust, integrity and internationalisation to drive market leading innovation and client-centric solutions to make HSBC the bank of the future.”

Luanne has more than 25 years of experience in the banking industry. Since joining the Bank in Singapore in 1999, she has held leadership roles and spearheaded strategic growth initiatives across a number of markets in Asia, including Hong Kong, mainland China, Indonesia, Malaysia, Singapore and Vietnam.

During her time as Chief Operating Officer, Hong Kong, she delivered key innovation and efficiency programmes that demonstrate her strong understanding of the needs of our customers and employees in Hong Kong.

HSBC has committed to investing more than USD6 billion in Asia over the next five years. It will focus particularly on building wealth management and wholesale banking operations; capitalising on the growth of the Asian middle class and on financing the transition to a low-carbon economy.

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Note to editors:

About 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 USD2,969bn at 30 September 2021, HSBC is one of the world's largest banking and financial services organisations.

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