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HSBC GLOBAL PRIVATE BANKING ANNOUNCES SENIOR APPOINTMENTS TO EXPAND ULTRA HIGH NET WORTH COVERAGE IN ASIA

As part of HSBC's strategy to significantly grow its Global Private Banking business in Asia and become the leading international wealth manager in the region, the following key appointments will form part of a dedicated team created to serve the Bank's ultra high net worth (UHNW) clients.

Kerri Lim¹ has been appointed **Head of Ultra High Net Worth Segment for Asia**, effective 11 March 2024. Based in Singapore, she will be responsible for spearheading the UHNW growth strategy in Asia, working alongside the frontline teams to deliver best-in-class bespoke wealth products, platforms and solutions. Kerri will report to Caroline Kitidis, Global Head UHNW Segment, on a functional basis, and Lavanya Chari, Global Head of Investments and Wealth Solutions, on an entity basis.

Pritash Mathur² has been appointed **Head of Family Office Coverage for Global India/ Global South Asia (GSA)**, based in Singapore. He will oversee the UHNW growth strategy for Global India/GSA and will work closely with Market Heads in India, Asia, MENA and Europe, as well as our collaboration partners, to leverage the full capabilities of HSBC. Pritash will report to Kerri Lim.

Furthermore, the bank has strengthened its UHNW coverage in this key region with two appointments in Q4 2023, including **Edith Wong**³ as **Head of UHNW Segment, North Asia**, and **Sam Wong**⁴ as **UHNW Segment Development Manager, Asia**. Both report to Kerri Lim.

Caroline Kitidis, Global Head of Ultra High Net Worth Segment commented: "Our ultra high net worth clients want to partner with experts and advisors who can understand their unique challenges and are capable of fulfilling their ambitions and complex personal and business needs. We expanded our Asia team to allow us to better nurture long lasting and rewarding client relationships in this underserved market."

Lok Yim, Regional Head of Global Private Banking, Asia Pacific, said: "We are beyond a private bank for ultra high net worth clients and family offices. The strong collaboration across diverse lines of business within HSBC Group enables a comprehensive one-stop banking experience, and this team will play a vital role in capturing growth opportunities in the region. Kerri, Pritash, Edith and Sam each offers their deep understanding of client needs, along with strong market acumen and expertise in different aspects of investment, wealth and legacy planning. I am very excited to welcome the team on board."

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Note to editors:

- 1) Kerri Lim brings over 20 years of experience in the financial and banking industry. She joins HSBC from UBS where she was most recently Head of Business Development, Global Family Institutional Wealth, APAC, leading business development efforts for the firm's global family institutional wealth business in the region. Prior to that, she led the global family office business within global markets for the UBS Investment Bank, APAC. Over her career, Kerri has accumulated diverse experiences across client relationship management, technology and programme management functions with global financial institutions, including Morgan Stanley and Credit Suisse.
- 2) Pritash Mathur has more than 20 years of experience in private banking. He joins from an extensive tenure at HSBC in Hong Kong and Singapore, where he played a pivotal role in launching the private banking business in India. Prior to HSBC, he worked at Credit Suisse in Singapore, Zurich, and India, where he established the India onshore private bank in 2008.
- 3) Edith Wong brings over 20 years' experience in private banking serving UHNW clients. She most recently worked at Credit Suisse where she was Team Leader for the China Market, and prior to this at UBS where she was Regional Head of Client Development & Client Coverage, Global UHNW APAC. She has a successful record in expanding market share and implementing impactful initiatives across Asia Pacific.
- 4) Sam Wong most recently worked for Bank of Montreal, where she was Head of Strategy and Change Management within Private Banking Asia. She brings close to 15 years' private banking experience and returns to HSBC having previously worked in GPB across investment service & sales management, product solutions and business management in Hong Kong, Taiwan and London.

About HSBC Global Private Banking

HSBC Global Private Banking helps clients manage, grow and preserve their wealth for generations to come. Its network of global experts helps clients access investment opportunities around the world, plan for the future with wealth and succession planning, manage their portfolio with tailored solutions, and find the right support for their philanthropy. www.privatebanking.hsbc.com.

The Hongkong and Shanghai Banking Corporation Limited

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