

Geneva, 1 April 2026

HSBC Swiss Private Bank Appoints New Chief Executive Officer

HSBC is pleased to announce the appointment of **Alfonso Gómez** as CEO of HSBC Swiss Private Bank (HSBC Private Bank (Suisse) SA), and Country Head of HSBC Switzerland, effective 27th April 2026.

Alfonso brings over 30 years of Swiss and international wealth management experience, most recently as CEO of BBVA Switzerland, a position he held for over 12 years. He has worked in New York, London, Madrid and Zurich, having held a number of leadership positions at BBVA, including Director of Global Private Banking, Head of Private Banking for BBVA Spain and Portugal, and Country Manager of BBVA UK as well as senior roles in corporate banking and trade finance. Alfonso will be based in Geneva and reports to Ida Liu, CEO of HSBC Private Bank.

Alfonso succeeds Daniel Calado who successfully held the position on an interim basis, and who will resume his role as Chief Financial Officer of HSBC Private Bank Switzerland and EMEA, and member of the executive committee.

Switzerland is one of HSBC's core wealth hubs, playing a key role in connecting clients to opportunities worldwide. With a legacy reaching back over 130 years, HSBC remains committed to Switzerland, serving the private banking needs of entrepreneurs and business owners in some of the world's fastest-growing wealth markets, including Asia, the Middle East and the UK.

Ida Liu, CEO of HSBC Private Bank said, "We are delighted to welcome Alfonso whose extensive Swiss experience, strong leadership track record and commitment to client excellence make him ideally positioned to lead our Swiss Private Bank, an integral and strategically important part of our global franchise."

Yannick Haussman, Chair of the Board of HSBC Swiss Private Bank said, "Under Alfonso's expert leadership, our Swiss Private Bank will continue to leverage HSBC's globally networked and diversified business model for the benefit of our clients, serving the private banking needs of entrepreneurs and business owners in some of the world's fastest-growing wealth markets. We take the opportunity warmly thank Daniel for his excellent leadership and valuable insights which he continues to take forward as a valued member of our executive committee."

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Notes to editors

About HSBC Private Bank

HSBC Private Bank 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

About HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 56 countries and territories. With assets of US\$3,233bn at 31 December 2025, HSBC is one of the world's largest banking and financial services organisations.