

## HSBC's Swiss Private Bank Attracts Talent and Expands Coverage in Key Markets, Accelerating Growth

Geneva, 29 June 2023 – HSBC's Swiss Private Bank has expanded its coverage across key markets, part of the bank's vision to strengthen its leading proposition for ultra-high-net-worth entrepreneurs and families and grow its wealth management business.

A substantial investment in its Swiss business over the first half of the year has seen the bank attract additional talent and strengthen its footprint in the country which is HSBC's largest booking centre in Europe - a region reporting USD 153bn in client assets at the end of 2022. The Swiss Private Bank experienced strong inflows in the first quarter of the year from customers attracted to the bank's stability and global offering.

New hires include **Juan Antonio Roche** as Head of Distribution & Segments bringing extensive experience from a career spanning Banca March, UBS and Santander, and **Esty Dwek** as Head of Investment Counsellors re-joining HSBC following senior positions at Flowbank and Natixis IM. Based in Switzerland, they join a newly-established team designed to further enhance client experience and accelerate growth across the Europe, Middle East and Africa (EMEA) region.

Leveraging its significant footprint in Asia, the bank has bolstered its Swiss-based team covering the region, generating further opportunities for clients to seamlessly bridge EMEA and Asia and achieve their global wealth ambitions. This sees **Neil De Sousa** appointed as EMEA Desk Head for Asia following seven years with the bank, and **Klara Chan** as a Senior Relationship Manager for Asia, who held previous roles at Credit Suisse and JP Morgan.

Other appointments include:

- **Switzerland client coverage:** **Martin Hediger** appointed as Senior Relationship Manager for Swiss Domestic Clients, who joined from UBS.
- **Saudi Arabia client coverage:** **Mario Luis Penabad** appointed as Ultra-High-Net-Worth Desk Head for Saudi Arabia, having previously held Senior Relationship Manager roles at Lombard Odier and UBS. **Mathieu Brizon** appointed as Senior Relationship Manager for Saudi Arabia, has also joined from Lombard Odier.
- **Italy client coverage:** **Marco Ardigo** appointed to a newly-created role as Ultra-High-Net-Worth Market Head for Italy, who joined from Credit Suisse.
- **Northern Europe & International Markets client coverage:** Following ten years at the bank, **Carl Forsgren** appointed as Ultra-High-Net-Worth Desk Head for Northern Europe and International Markets, furthering the seamless international connectivity at the core of HSBC's proposition.

**Gabriel Castello, CEO of HSBC Swiss Private Bank and Regional Head of Global Private Banking EMEA**, said: “These new hires further consolidate our best-in-class client service, demonstrate the strength of our commitment to Switzerland and complement our experienced teams. We have clear ambitions to grow our business in Switzerland which is one of the cornerstones of HSBC Global Private Banking, as well as across EMEA, offering clients a seamless connection to international markets, backed by the strength and scale of one of the largest banking and financial services organisations in the world.”

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### **Global Private Banking**

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With our international network and breadth of services, we connect clients to meaningful opportunities worldwide. We provide wealth planning and family governance services, while our experts in philanthropy support clients in their ambition to have a positive impact on society. For more information, visit [www.privatebanking.hsbc.com](http://www.privatebanking.hsbc.com).

### **About HSBC**

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 62 countries and territories. With assets of \$2,990bn at 31 March 2023, HSBC is one of the world's largest banking and financial services organisations.