WPB provides retail banking and wealth products and services across the customer spectrum in 37 markets worldwide

As at FY20

WPB client base

- **UHNW ($30m)**: 2k²
- **High net worth ($5m)**: 17k²
- **Jade ($1m)**: 175k
- **Premier ($100k)**: 4m
- **Personal banking ($100k)**: 34m³

**Total client base**: >38m

**Adjusted Revenue**: >$22bn

Anchored by our scale markets

- **Hong Kong**: >38m
- **Asia ex-HK**: Other
- **Mexico**: Other
- **UK**: Other

1. Investible assets. Eligibility criteria for each tier vary by market. 2. WPB segments its clients based on relationships within households/family and not individual clients. 3. Customer number for personal banking includes Retail Business Banking, PayMe, and Hang Seng customers.

Unless otherwise stated, the remainder of this presentation is on an adjusted basis.
A high-return business, with a strategy to accelerate growth

<table>
<thead>
<tr>
<th>A high-return business</th>
<th>Our strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPB RoTE¹</td>
<td>'Opening Up a World of Opportunity'</td>
</tr>
<tr>
<td>2020</td>
<td>2019</td>
</tr>
</tbody>
</table>

% of HSBC Group (FY20)

- Revenue: WPB 44%, Rest of Group 56%
- PBT: WPB 34%, Rest of Group 66%
- RWAs: WPB 20%, Rest of Group 80%

Our strategy:

1. **Accelerate growth in Wealth**, with a focus on Asia
2. Expand our unique international customer franchise
3. Leverage balance sheet to grow lending
4. Digitalise at scale to deliver the ‘Bank in your Pocket’
5. Strategic cost management to recycle resources toward growth

1. RoTE by global business excludes significant items and the UK bank levy
Wealth is a meaningful part of WPB

A meaningful part of WPB revenue

WPB adjusted revenue, FY20

Wealth

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenue ($bn)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wealth</td>
<td>7.8</td>
<td>36%</td>
</tr>
<tr>
<td>Other WPB</td>
<td>22.0</td>
<td>64%</td>
</tr>
</tbody>
</table>

Largely driven by Asia

<table>
<thead>
<tr>
<th>Region</th>
<th>Revenue ($bn)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>5.2</td>
<td>67%</td>
</tr>
<tr>
<td>Rest of world</td>
<td>7.8</td>
<td>33%</td>
</tr>
</tbody>
</table>
Overview

With manufacturing and distribution capabilities supporting our customers’ wealth needs.
Asian Wealth: an exciting growth opportunity where we have a right to win

### Strong structural growth

<table>
<thead>
<tr>
<th>Region</th>
<th>2019</th>
<th>2025E</th>
</tr>
</thead>
<tbody>
<tr>
<td>APAC (ex-Japan)</td>
<td>4.7%</td>
<td>8.5%</td>
</tr>
<tr>
<td>N. America</td>
<td>4.4%</td>
<td></td>
</tr>
<tr>
<td>MENA</td>
<td>3.9%</td>
<td></td>
</tr>
<tr>
<td>W. Europe</td>
<td>2.4%</td>
<td></td>
</tr>
<tr>
<td>Rest of World</td>
<td>3.7%</td>
<td></td>
</tr>
</tbody>
</table>

Global Wealth AUM CAGR

### Distinct competitive advantages

<table>
<thead>
<tr>
<th>Advantage</th>
<th>Impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Our full ‘client continuum’</strong></td>
<td>&gt;4m Mass affluent to UHNW clients</td>
</tr>
<tr>
<td><strong>Our significant wholesale franchise</strong></td>
<td>&gt;60% of GPB and Asset Management Net New Money (NNM) from corporate and institutional clients in 2020</td>
</tr>
<tr>
<td><strong>Full range of in-house manufacturing capabilities</strong></td>
<td>$3.0bn of Group revenue generated from asset management and life insurance manufacturing in 2020</td>
</tr>
<tr>
<td><strong>Our international network</strong></td>
<td>11 Booking centres in all key global hubs for on-shore and offshore wealth</td>
</tr>
</tbody>
</table>

1. Source: internal and external benchmarks, data and industry experts, 2019. N. America and Japan only include Private Banking; AUM number is inclusive of Insurance. 2. Hong Kong, Singapore, mainland China, Taiwan, US, Switzerland, UK, Channel Islands, Luxembourg, France and Germany.
Asian Wealth: a plan to grow, backed by a bold investment programme

Our growth ambitions

Grow Asian wealth AUM faster than the market

Grow global wealth revenues at >10% CAGR

Backed by a bold investment programme

>$3.5bn Growth investment in WPB

>5,000 Planned hires for client facing wealth staff, nearly doubling our front office staff

---

1. To be achieved over the medium to long term, including doubling GPB PBT and RoTE. Medium term is defined as 3-4 years; long term is defined as 5-6 years 2. Expected. ‘Growth investment’: investment in strategic business growth (including build-out of front line staff). Over 5 years, 2020 – 2025
Key growth opportunities in Asian Wealth
Retail Wealth
Retail Wealth is a competitive differentiator for HSBC

Retail Wealth is the largest revenue contributor to our Wealth franchise

- Retail Wealth covers Personal Banking, Premier and Jade
- $3.2bn of investment distribution revenue in FY20, c.40% of Wealth revenue
- Distributed products include mutual funds, insurance, structured products, equities and FX
- Personal Banking, Premier and Jade customers: $752bn deposits / $418bn loans at FY20

Global reported Retail Wealth balances, $bn

![Graph showing Retail Wealth balances]

FY19: 380
FY20: 407
+7%

o/w Asia
$281bn

Our strategy to capture growth

- Make investing easy, with fully mobile Wealth capabilities
- Expand Wealth capabilities to more markets, particularly in Asia
- Make GPB products available to top-end Retail Wealth clients
Making investing easy: our vision for a full wealth proposition in your mobile banking app

- **Full digital investment account opening** in your mobile app

- Journeys **tailored to your level of sophistication**

- **View all of your portfolio** — funds, equities, bonds, insurance — on a single app

- **Full trade execution** capabilities

- **Personalised investment insights** based on your preferences and investment activity
Journeys tailored to your level of sophistication

Whether you are just starting your journey…

Tell us your investment needs and goals

And we will create personalised recommendations for you

Overview  Retail Wealth  Private Bank  Insurance  Asset Management
Journeys tailored to your level of sophistication

Or know exactly what you want

Click and transact individual securities  

And optimise your portfolio with advanced analytics

Would you like to see how your portfolio performs in our Covid-19 scenario?
Supported by our people when our customers need us

- In-app chat messaging
- 24/7 contact centre
- Video chat via Zoom
- In-branch meeting
Deploying these capabilities into more markets

Our **scalable technology stack** will enable us to deploy our retail wealth capabilities to more markets.

Deploying in our top markets from 2021 - 2023

>1,400 planned new frontline colleagues in Asia by 2025
Private Banking
A truly global private bank with opportunities to capture share

A truly global private bank

- Presence in 11 booking centres covering all key wealth hubs
- $1.7bn of revenue in FY20, with Asia contributing c.50%
- c.75% of NNM from collaboration with CMB, GBM and retail / mass affluent segment in the last 5 years

Opportunities to capture share

- Grow Ultra High Net Worth
- Expand and deepen geographic footprint
- Leverage client continuum and group connectivity

GPB reported client assets by segment

<table>
<thead>
<tr>
<th>Segment</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>CAGR</th>
</tr>
</thead>
<tbody>
<tr>
<td>UHNW</td>
<td>309</td>
<td>361</td>
<td>394</td>
<td>13%</td>
</tr>
<tr>
<td>HNW</td>
<td></td>
<td></td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

GPB reported client assets by region

<table>
<thead>
<tr>
<th>Region</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>CAGR</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>309</td>
<td>361</td>
<td>394</td>
<td>13%</td>
</tr>
<tr>
<td>Europe</td>
<td></td>
<td></td>
<td></td>
<td>8%</td>
</tr>
<tr>
<td>Asia</td>
<td></td>
<td></td>
<td></td>
<td>19%</td>
</tr>
</tbody>
</table>

CAGR - Compound Annual Growth Rate
Stepping up our UHNW capabilities

- **New specialist client coverage model**
  - Newly-created team of **specialist** UHNW Relationship Managers
  - RMs supported by teams of **dedicated** product experts
  - **Investing in UHNW RM talent** and capabilities
  - **Joint coverage** of Family Offices with GBM, and of entrepreneurs with CMB

- **Bespoke products leveraging strength of HSBC manufacturing**
  - Exclusive access to **institutional-style products**
  - Alternatives and Bespoke mandates from **Asset Management**
  - Prime services, private credit and direct investments from **GBM**
  - **Increasing focus on sustainability** across all products

- **World-class platforms and digital**
  - **Industry-leading portfolio management and analytics**, powered by BlackRock Aladdin
Planning to nearly double our front office bankers in Asia over the next five years, to deepen footprint and expand into new markets.

**Hong Kong**
Grow UHNW and capture a greater share of offshore Chinese wealth in **Hong Kong**

**Singapore**
Scale-up **Singapore** as a key offshore hub for ASEAN and Middle Eastern clients

**Mainland China**
Develop an advisory-led proposition in **mainland China**, increasing presence from 3 to 10 cities

**Taiwan**
Expand onshore coverage to better address the **Taiwan** wealth pool
Insurance manufacturing
Insurance manufacturing: a key component of HSBC’s Wealth offering, with opportunities for significant growth

A key component of HSBC Wealth

- Manufacturing savings & investment, health and protection products in nine markets, including four in Asia
- Contributed $1.9bn of revenue / $1.3bn of PBT to WPB in FY20
- #1 life insurer in Hong Kong

Opportunities for significant growth

- Grow in mainland China, through Pinnacle
- Continue to gain share in Hong Kong
- Expand our presence and capabilities in Singapore and India

Reported VNB, $m

<table>
<thead>
<tr>
<th></th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reported VNB3</td>
<td>919</td>
<td>1,117</td>
<td>1,225</td>
<td>776</td>
</tr>
</tbody>
</table>

Reported EV4, $bn

<table>
<thead>
<tr>
<th></th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reported EV4</td>
<td>12.2</td>
<td>12.2</td>
<td>13.9</td>
<td>15.4</td>
</tr>
</tbody>
</table>

Note: Financial results for the Insurance business, plans and projections presented are prepared on the current IFRS4 basis and, as such, do not reflect any potential impacts of IFRS17.  
1. HSBC Life also manufactures products for CMB and GBM. In total, HSBC’s insurance manufacturing generated $2.0bn of revenue and $1.4bn of PBT in FY20.  
3. VNB is the embedded value of new business written in the year, as measured at the point of sale, calculated net of the distribution commissions paid to channels  
4. Embedded value is measured as the total IFRS equity of Insurance manufacturing operations
Mainland China: Pinnacle is our engine of growth

A 10x increase in physical distribution (VNB\(^1\), $m)

Select international peers

<table>
<thead>
<tr>
<th>Peer 1</th>
<th>Peer 2</th>
<th>Today</th>
</tr>
</thead>
<tbody>
<tr>
<td>~44,000 sales agents</td>
<td>~35,000 sales agents</td>
<td>324 branch-based RMs</td>
</tr>
<tr>
<td>968</td>
<td>269</td>
<td>15</td>
</tr>
</tbody>
</table>

China Insurance and Wealth expansion through Pinnacle

Holistic financial planning, addressing a critical gap in the market, particularly for mass affluent customers

Mobile wealth planners who can meet customers at a place convenient to them, on Zoom or on mobile

Traditional business model

- Insurance agents
- Commission-based
- Product sales-led

Pinnacle business model

- Full-time employees
- Salary and bonus based on balanced scorecard
- Wealth planning needs-led

Note: Financial results for the Insurance business, plans and projections presented are prepared on the current IFRS4 basis and, as such, do not reflect any potential impacts of IFRS17

1. VNB is the embedded value of new business written in the year, as measured at the point of sale, calculated net of the distribution commissions paid to channels
2. Planned hires over the next 3-5 years
Pinnacle: advanced digital capabilities, maximising convenience and productivity

Connect with customer through WeChat

Engaging mobile content

Advanced AI guides the wealth planner to achieve optimal client outcomes
**Overview**

Retail Wealth

Private Bank

Insurance

Asset Management

---

**Hong Kong: a fast-growing market where we plan to take further share**

---

**Hong Kong continues to be a fast-growing market**

Hong Kong life insurance market (ANP)\(^1\)

<table>
<thead>
<tr>
<th>Year</th>
<th>Premiums (BN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$16bn</td>
</tr>
<tr>
<td>2020</td>
<td>$10bn</td>
</tr>
<tr>
<td>2025</td>
<td>~$30bn</td>
</tr>
</tbody>
</table>

\(^{+11\%} \text{CAGR}\)

---

**With a plan to take further share**

---

**Well+, our digitally-integrated retail health and wellbeing platform**, targeted at a younger demographic

**Integration of insurance propositions into HSBC's mobile banking app**, which has 1.5 million active users\(^3\)

**Video-enabled insurance specialists**, supplemented with straight-through digital fulfilment, for greater breadth of distribution

---

**A track record of investment-led market share gains**

Hong Kong life insurance market share\(^2\)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>#4 12.8%</td>
</tr>
<tr>
<td>2020</td>
<td>#1 18.6%</td>
</tr>
</tbody>
</table>

Gains driven by:

- **A refreshed product offering**
- **Investments** in digital and marketing
- **More front-line insurance specialists**

---

**In direct-to-customer**

**In employee benefits**

**Our first employee benefits platform** was launched to the external market in 1Q21

**Benefits+** app enables employees to file e-claims, search for doctors, book appointments, and receive lifestyle assessments and health tips

Opportunity to penetrate our **CMB and GBM client base**

---

Note: Financial results for the Insurance business, plans and projections presented are prepared on the current IFRS4 basis and, as such, do not reflect any potential impacts of IFRS17.

1. By annualised new business premiums, Hong Kong Insurance Authority (HKIA) Market Statistics for 2019, 2020 data; Boston Consulting Group Insights for 2025F
2. Including Hang Seng; By annualised new business premiums. Hong Kong Insurance Authority (HKIA) Market Stats, FY20
3. Based on 30 day activity, as of April 2021

For further detail on Well+ and Benefits+ please see p35
Global Asset Management
A global asset manager, with a focus on Asia

A top 50 global asset manager

- $602bn AUM (+19% YoY)
- $1bn revenue contribution to WPB in FY20
- Presence in 24 countries and territories, including all major Asian markets
- 50% of net new revenue generated in Asia in 2020

Strategy to drive growth

- Increase our focus on high-value-add products and solutions and deepen the product shelf
- Invest in relationships with private banks, wealth platforms, partnerships and joint ventures to increase third-party distribution
- Launched HSBC Asset Management as a distinct brand with targeted marketing campaigns

Funds under management, $bn

<table>
<thead>
<tr>
<th></th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td>444</td>
<td>506</td>
<td>602</td>
<td></td>
</tr>
</tbody>
</table>

16% CAGR

1. Source: IPE Top 500 Asset Managers 2019
Increase our focus on high-value-add products and solutions and deepen the product shelf

Initiatives in Retail Wealth, Private Banking and Insurance will increase demand for Asset Management products

Manufacturing products that are most meaningful to our Asset Management customers will be critical to the success of our Wealth ambitions, therefore we plan to:

- **Invest in manufacturing capabilities**, particularly in Asia
- **Drive investment performance**

High-value-add products and solutions

- Sustainable Investing
- High Conviction
- Alternatives
- Thematic Products
Conclusion
Conclusion

Our **opportunity in Asian Wealth** is the most compelling in WPB

We plan to grow wealth revenues **>10% CAGR — faster than market**

We are **putting the right capabilities in place** – people and platforms – to capture this opportunity

With **>$3.5bn growth investment** and an **additional 5k client-facing wealth staff** in Asia
Appendix
WPB FY20 adjusted financial performance

<table>
<thead>
<tr>
<th>$m</th>
<th>FY20</th>
<th>FY19</th>
<th>Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wealth</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment distribution</td>
<td>3,209</td>
<td>3,268</td>
<td>(2)%</td>
</tr>
<tr>
<td>Life insurance manufacturing</td>
<td>1,816</td>
<td>2,464</td>
<td>(26)%</td>
</tr>
<tr>
<td>Private Banking</td>
<td>1,746</td>
<td>1,878</td>
<td>(7)%</td>
</tr>
<tr>
<td>Asset Management</td>
<td>1,047</td>
<td>1,023</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Personal Banking</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>12,938</td>
<td>15,655</td>
<td>(17)%</td>
</tr>
<tr>
<td>Other¹</td>
<td>1,257</td>
<td>1,277</td>
<td></td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>22,013</td>
<td>25,565</td>
<td>(14)%</td>
</tr>
<tr>
<td>ECL</td>
<td>(2,855)</td>
<td>(1,348)</td>
<td>(112)%</td>
</tr>
<tr>
<td>Costs</td>
<td>(15,024)</td>
<td>(15,388)</td>
<td>2%</td>
</tr>
<tr>
<td>Share of profits in associates and JVs</td>
<td>6</td>
<td>54</td>
<td>(89)%</td>
</tr>
<tr>
<td><strong>Adjusted PBT</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4,140</td>
<td>8,883</td>
<td>(53)%</td>
</tr>
<tr>
<td>Significant items and FX translation</td>
<td>(436)</td>
<td>(2,064)</td>
<td>79%</td>
</tr>
<tr>
<td><strong>Reported PBT</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3,704</td>
<td>6,819</td>
<td>(46)%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>$m</th>
<th>FY20</th>
<th>FY19</th>
<th>Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer loans</td>
<td>469</td>
<td>456</td>
<td>3%</td>
</tr>
<tr>
<td>Customer deposits</td>
<td>835</td>
<td>768</td>
<td>9%</td>
</tr>
<tr>
<td>RWAs</td>
<td>173</td>
<td>165</td>
<td>5%</td>
</tr>
<tr>
<td>RoTE, %²</td>
<td>9.1%</td>
<td>19.7%</td>
<td>10.6ppts</td>
</tr>
</tbody>
</table>

1. Includes Markets Treasury allocations, Holdings interest expense and Argentina hyperinflation. 2. RoTE by global business excludes significant items and the UK bank levy.

For a reconciliation of reported to alternative performance measures, see the HSBC Holdings plc Annual Report and Accounts 2020.
Wealth: additional detail

A meaningful part of WPB

Adjusted revenue, $bn

Growing Wealth balances

Global reported Wealth balances, $bn

*Note: of which c.50% is net fee income
Private bank: additional detail

**Our product suite**

- **Annuities**
- **Brokerage & trading**
- **Lending (incl. Lombard lending and specialised asset)**
- **Investments (incl. mutual funds, brokerage, structured products)**
- **Financing (including aircraft, fine art, life insurance policies, private equity and intellectual property)**

---

**A fast growing market**

Wealth Market ($1m+ net worth), $tn

<table>
<thead>
<tr>
<th>Year</th>
<th>$20m+</th>
<th>$5-20m</th>
<th>$1-5m</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>103</td>
<td>37%</td>
<td>38%</td>
</tr>
<tr>
<td>2019</td>
<td>115</td>
<td>26%</td>
<td>36%</td>
</tr>
<tr>
<td>2024</td>
<td>146</td>
<td>26%</td>
<td>35%</td>
</tr>
</tbody>
</table>

- **Global Wealth**
  - CAGR 2019-2024: +5%
  - 2018: 103
  - 2019: 115
  - 2024: 146

- **Asia (ex-Japan)**
  - CAGR 2019-2024: +8%
  - 2018: 14
  - 2019: 16
  - 2024: 24

---

1. Source: BCG Summer 2020, based on optimistic recovery scenario
HSBC Life: additional detail

**HSBC Life today**

- $2.0bn of manufacturing revenue in FY20, of which: **$1.9bn generated in WPB**

- In addition, WPB generated **$0.8bn** of insurance distribution income in FY20\(^1\)

- Generated **$1.3bn of manufacturing PBT** for WPB in FY20; **$1.4bn of total manufacturing PBT** ($2.2bn in FY19)

- **$15.4bn** of embedded value at FY20

---

**Key Performance Metrics**

- FY20 manufacturing revenue by region:
  - Hong Kong (incl. Hang Seng): 83%
  - Rest of Asia: 7%
  - Other: 10%

- **$2.0bn** FY20 manufacturing revenue

**Reported ANP and VNB\(^2\), $m**

<table>
<thead>
<tr>
<th>Year</th>
<th>ANP</th>
<th>VNB</th>
<th>VNB margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY17</td>
<td>2,805</td>
<td>919</td>
<td>33%</td>
</tr>
<tr>
<td>FY18</td>
<td>3,252</td>
<td>1,117</td>
<td>34%</td>
</tr>
<tr>
<td>FY19</td>
<td>3,382</td>
<td>1,225</td>
<td>36%</td>
</tr>
<tr>
<td>FY20</td>
<td>2,307</td>
<td>776</td>
<td>34%</td>
</tr>
</tbody>
</table>

---

1. Included within ‘investment distribution’ in the management view of adjusted revenue on p.31
2. Metric excludes CHOICe, our Indian associate
HSBC Life: Hong Kong Health and Wellness platforms

Direct-to-customer: Well+

- Launched Well+, our retail health and wellbeing platform, in December 2020
- Fully integrated with HSBC Mobile Banking App and into Apple Health App
- Customers get the opportunity to earn an Apple watch or other rewards, through the achievement of certain monthly health goals (e.g. step count)
- Engaging with our customers to be a partner in their physical, financial and mental well-being
- Attractive to a younger demographic

Employee wellbeing and benefits: Benefits+

- Launched Benefits+ in November 2020
- Digitally-integrated life and health solutions for corporates and their employees
- Benefits+ app provides employees with a one-stop shop for e-claims, doctor search and appointments, lifestyle assessment and health tips
- Wide range of exclusive Health & Wellness marketplace offers
- Supporting employers to be a partner in their employees’ wellbeing

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<table>
<thead>
<tr>
<th>Metrics</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers are new-to-bank</td>
<td>c.50%</td>
</tr>
<tr>
<td>Customers purchase through digital channel</td>
<td>33%</td>
</tr>
<tr>
<td>Aged between 20-40 years</td>
<td>c.75%</td>
</tr>
<tr>
<td>Median daily steps taken by customers</td>
<td>&gt;9,000</td>
</tr>
<tr>
<td>Registered users</td>
<td>&gt;24,500</td>
</tr>
<tr>
<td>Marketplace offers on the platform</td>
<td>167</td>
</tr>
<tr>
<td>Vendors on the platform</td>
<td>22</td>
</tr>
<tr>
<td>Successful e-claims YTD</td>
<td>37k</td>
</tr>
</tbody>
</table>

1. To 30 April 2021
Asset Management: additional detail

Balanced business across geographies, products & clients

FY20 FUM by region

- Asia: 1%
- North America: 1%
- Europe: 11%
- Latin America: 29%
- MENA: 58%

Total FUM: $602bn

FY20 product mix

- Equity
- Fixed Income
- Multi-asset
- Alternatives
- Other AMG
- Liquidity

FY20 client mix

- Retail
- Private Banking
- External institutional
- External wholesale
- Insurance
- Other
- Latin America
- Europe
- MENA
- North America
- Asia
- Other
Disclaimer

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Reconciliations between Alternative Performance Measures and the most directly comparable measures under IFRS are provided in our 2020 Form 20-F and our 1Q 2021 Earnings Release, when filed, each of which are available at www.hsbc.com.

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