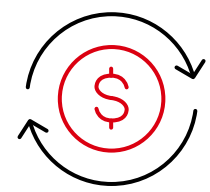


Where are the opportunities as wealth in Asia rises?

The wealth landscape in Asia is changing due to rising inflows, evolving client demands and heightened expectations around digitalisation and sustainability. Financial institutions need to understand these trends and diverse requirements to capture the opportunities they present.

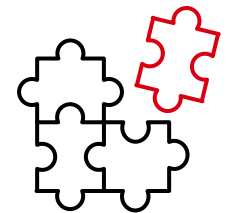
The Asia wealth market has diverse financial needs



Higher wealth flows into Asia are creating more demand for effective management

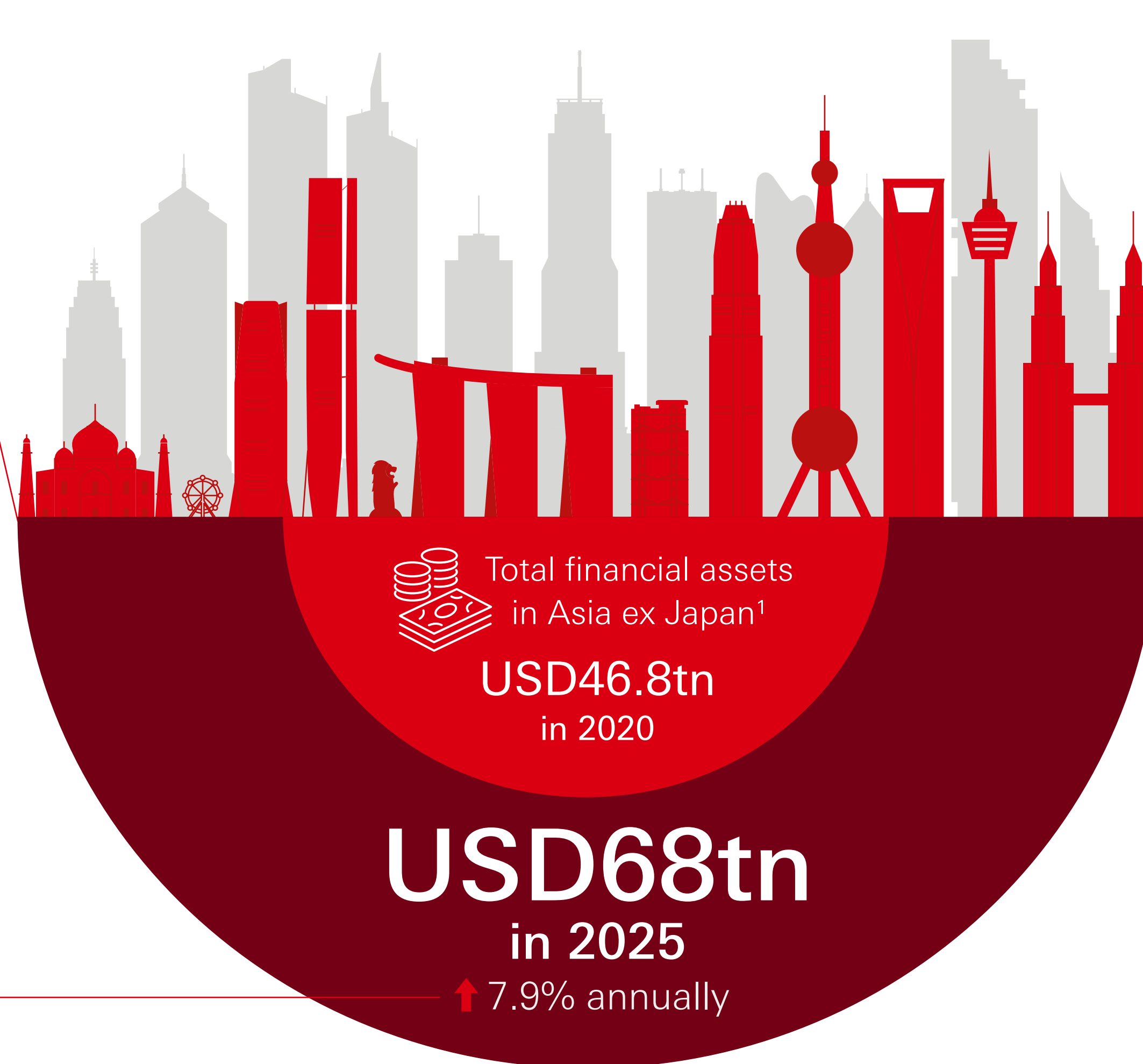


Innovation in wealth products is key to a great customer experience



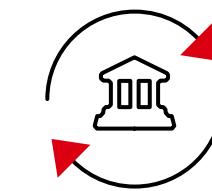
Institutional clients are looking for regional strategies to meet their goals

Financial asset growth is likely to exceed real asset growth over the next five years (7.9% vs 6.7%)²



HSBC is your connection to Asia wealth opportunities

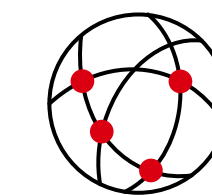
Driving flows for greater value



Dedicated strategies for high-growth areas such as the Greater Bay Area

Tailored wealth services through global network and widespread experience sharing

Strategic presence



Leader in Asia wealth management with a presence in 16 markets

Hong Kong and Singapore hubs give access to global investment opportunities

Innovative product suite



Mobile and real-time wealth products to capture opportunities around Web3 and digital assets

Range of sustainable finance offerings for ESG alignment

¹ <https://www.bcg.com/publications/2021/global-wealth-report-2021-delivering-on-client-needs>

² Ibid. - "In particular, investment funds will become the fastest-growing financial asset class, with a projected CAGR of 11.6% through 2025"

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Issued by HSBC Bank plc in July 2022.

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