

8 March 2021

HSBC appoints Burcu Senel as Chief Executive Officer, New Zealand

HSBC has appointed Burcu Senel as Chief Executive Officer, New Zealand, effective 8 March 2021.

Burcu has been working for HSBC for over 15 years and joins its New Zealand business from HSBC in the United Kingdom where she was Global Head of Sustainable Finance for Global Trade and Receivables Finance. Prior to that she held a number of senior management roles in corporate coverage, strategy and business development across Europe and the United Kingdom.

Commenting on the appointment, Matthew Lobner, Head of International and Head of Strategy and Planning, Asia Pacific said: "Burcu's strong leadership capabilities, deep knowledge and breadth of global experience working across the HSBC Group will be pivotal for helping our clients in New Zealand achieve their growth ambitions, including in the increasingly important area of sustainable finance."

Burcu takes over from Rob Roughan, Country Head of Wholesale Banking, and also the bank's Interim Chief Executive Officer in New Zealand since August 2020.

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The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,984bn at 31 December 2020, HSBC is one of the world's largest banking and financial services organisations.

HSBC New Zealand

HSBC was the first overseas bank to be granted a banking licence in New Zealand, in 1987, following deregulation of the country's financial markets in the same year. Headquartered in Auckland, HSBC also has an office in Wellington and provides a wide range of banking services in New Zealand via three global businesses: Commercial Banking, Wealth and Personal Banking, and Global Banking and Markets. HSBC operates in New Zealand as a branch of The Hongkong and Shanghai Banking Corporation Limited, incorporated in Hong Kong SAR. HSBC's QFE disclosure statement is published on www.hsbc.co.nz.

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This news release is issued by

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