

HSBC's outlook in the long term

Targeted areas of growth for Singapore

Singapore

CURRENT POSITION

Among top 5 banks in the market¹

LONG-TERM TARGET

Become the leading international financial services provider in Singapore

HSBC GROWTH AREAS

- Leading financial centre in Asia
- Capture growth in business corridors –focus on large regional and global corporates and FIG² clients
- Capture cross-border wealth flows in global private banking and asset management
- Local incorporation of retail business, focus on wealth growth and digital investment

¹ Based on market share in loans and advances to customers and deposits 2013/14. Source: company reports, Monetary Authority of Singapore (MAS); 2013 deposits data for other banks based on Credit Suisse Research (Sept 2014)

² FIG - Financial Institutions Group