

2 July 2021

## **HSBC Malaysia appoints Renee Bullock-Cann as Head of Wealth and Personal Banking**

HSBC Malaysia has today announced the appointment of Renee Bullock-Cann as Head of Wealth and Personal Banking (WPB). She succeeds Tara Latini who was appointed Head of WPB in the US in April 2021.

Ms Bullock-Cann – reporting to Stuart Milne, Chief Executive Officer of HSBC Malaysia and Greg Hingston, Regional Head of Wealth and Personal Banking, Asia Pacific - has more than 23 years' experience in the finance industry.

Most recently she was Head of Distribution for WPB in Malaysia. Before relocating to Malaysia in 2019, Renee was Head of WPB for HSBC Bermuda.

Commenting on the appointment, **Stuart Milne, Chief Executive Officer, HSBC Malaysia** said: "Our ambition is simple: we want to be the bank that Malaysians turn to for their international needs. We will leverage our unparalleled international network, enhance our range of wealth solutions and focus on building our digital capabilities including our mobile functionality, our in-branch technology, and our people's digital skills. Renee's extensive retail banking experience, strong track record in driving business growth, and digital know-how will enable us to deliver on this ambition."

Malaysia is a priority market for HSBC's growth ambitions given the country's and Southeast Asia's rapidly rising personal wealth. ASEAN's middle-income households will reach 120 million by 2025, roughly double the number in 2010 and Asia will see USD1.9 trillion intergenerational transfer of wealth to 2030.

To achieve its ambition of being the leading bank for Malaysians' wealth and personal banking needs, HSBC Malaysia is investing extensively in its digital offerings, people and wealth solutions in order to support its customers and employees' careers.

Investments include:

- USD18million that was invested from 2018 to 2020 to further enable us to develop innovative branch formats and champion new ways of serving our customers.
- A further USD40million from 2021 to 2023 to equip our retail branches with enhanced digital capabilities and new technology.
- Creation of 200 new roles to adapt to consumer banking trends of today and the future. This exercise also serves to upskill the local talent at HSBC Malaysia.
- Roll-out of digital services including a wealth dashboard, investment account opening service, eKYC, local and international open payments, card servicing capabilities and loyalty programmes to enhance our customers' digital banking experience.
- USD250million investment in HSBC Malaysia's new headquarters at TRX.

*ends/more*

**HSBC Bank Malaysia Berhad**  
**198401015221 (127776-V) 2020**

*(Company No. 127776-V)*

Registered Office and Head Office: 2 Leboh Ampang, 50100 Kuala Lumpur, Malaysia. Web: [www.hsbc.com.my](http://www.hsbc.com.my)

**Media enquiries to:**

Mae Leong

+ 603 2075 7441

[mae.leong@hsbc.com.my](mailto:mae.leong@hsbc.com.my)**Note to editors:****About HSBC Malaysia**

HSBC's presence in Malaysia dates back to 1884 when the Hongkong and Shanghai Banking Corporation Limited established its first office in the country on the island of Penang, with the permission to issue currency notes. HSBC Bank Malaysia Berhad was locally incorporated in 1984 and is a wholly-owned subsidiary of The Hongkong and Shanghai Banking Corporation Limited, founding member of the HSBC Group. In 2007, HSBC Bank Malaysia was the first foreign bank to be awarded an Islamic banking subsidiary licence in Malaysia, namely HSBC Amanah Malaysia Berhad. Today, HSBC Malaysia has a network of 67 branches nationwide, of which 26 are HSBC Amanah Malaysia Berhad branches. HSBC Malaysia offers a comprehensive range of banking and financial services including Islamic financial solutions. HSBC Malaysia has also led innovation in Malaysia by introducing Malaysia's first ATM and Electronic Touch Banking in the early 1980s. Today, HSBC Malaysia has launched innovative solutions such as HSBCnet for secure banking for businesses, Trade Transaction Tracker and Facial Recognition on supported mobile phones.

**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 \$2,959bn at 31 March 2021, HSBC is one of the world's largest banking and financial services organisations.

*ends/all*