



28 April 2023

HSBC Malaysia names Linda Yip as Head of Wealth and Personal Banking

HSBC Malaysia has announced the appointment of Linda Yip as Head of Wealth and Personal Banking (WPB), with effect from 15 June 2023. She will report to Dato' Omar Siddiq, Chief Executive Officer (CEO) of HSBC Malaysia and Greg Hingston, CEO, HSBC Global Insurance and Partnerships and Interim Head of WPB, South Asia.

A Malaysian national, Linda is currently the Head of WPB in Taiwan. She brings with her 25 years of experience in the finance industry across retail, wealth management and private banking segments. She has successfully led the WPB business in Taiwan achieving exponential growth, making HSBC a leading international wealth manager in Taiwan.

Commenting on the appointment, Dato' Omar Siddiq, CEO, HSBC Malaysia said: "Our WPB business remains committed to strengthening our international banking capabilities, enhancing our wealth proposition and accelerating our digitalisation efforts. With Linda's solid experience in these areas and her proven leadership qualities, we look forward to the strengthening of our franchise in Malaysia and scaling up of the business in line with our ambitions and to the benefit of our customers."

Linda has been a HSBC banker throughout her career. She first joined HSBC Malaysia in 1997, where she held several positions including Head of Cards and Senior Manager for Sales and Distribution before relocating to Taiwan in 2008 where she has been based since. She is also a strong advocate of talent and people development and is an executive sponsor of HSBC's Global Graduate Trainee and Diversity and Inclusion programmes.

HSBC continues to invest in Asia and has earmarked USD 6 billion in investments over a 5-year period from 2021, with half allocated to South and Southeast Asia. Malaysia remains a priority market for HSBC's growth ambitions given the market's – and Southeast Asia's – rapidly rising personal wealth.

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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. 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.