



SARABJIT “RUBY” WALIA APPOINTED HEAD OF DIGITAL FOR HSBC’S US RETAIL BANKING AND WEALTH MANAGEMENT GROUP

Leadership Role to Focus on Investment and Utilization of Technology to Continue to Improve the Client Experience

NEW YORK – March 28, 2018 – HSBC Bank today announced that Sarabjit “Ruby” Walia was appointed Head of Digital for its US Retail Banking and Wealth Management Group (RBWM). Walia is responsible for setting the strategy, operating model and performance standards for HSBC’s digital channels in the US and Canada. He will be based in New York City, reporting directly to Pablo Sanchez, Regional Head of Retail Banking and Wealth Management for HSBC Bank, USA, N.A.

“We are pleased to have Ruby join our team as we focus on expanding our digital channels to drive customer acquisition and make the customer experience simpler, better, faster and more secure,” said Sanchez. “Ruby is a well-regarded technology executive with a proven track record in mobile, digital and product development. His operating experience, management skills, and strategic vision will support the evolution of how we operate so we can continue to be responsive to our clients’ needs to bank when, where and how they choose.”

Walia will work to establish the strategic framework, standards and governance to ensure digital is fully embraced in the RBWM group and more broadly within HSBC as an industry best standard.

“I’m excited to join HSBC – a company with a long history of innovation and a vast global network that offers internationally-focused and expansion-minded clients unrivaled expertise,” said Walia. “RBWM is aspiring to be a digital-led bank that draws on new technologies and partnerships to expand its product offerings and enhance customers’ online banking experiences.”

Sarabjit “Ruby” Walia Bio

Prior to joining HSBC, Walia was Head of Mobile & Online Banking at TD Bank. In this role he led a digital product team to execute an aggressive digitization strategy which included strategic partnership deals with fintech startups, the re-launch of the TD mobile banking application in Canada and digital wallet initiatives in North America.

Before that, he served as the Chief Applications Officer at Dun & Bradstreet and the Chief Technology Officer for Dow Jones & Company. Additionally, he has held leadership roles at Financial Dynamics, GE/NBC Universal and Viacom.

HSBC Bank USA, National Association (HSBC Bank USA, N.A.) serves customers through retail banking and wealth management, commercial banking, private banking, and global banking and markets segments. It operates bank branches in: California; Connecticut; Delaware; Washington, D.C.; Florida; Maryland; New Jersey; New York; Pennsylvania; Virginia; and Washington. HSBC Bank USA, N.A. is the principal subsidiary of HSBC USA Inc., a wholly-owned subsidiary of HSBC North America Holdings Inc. HSBC Bank USA, N.A. is a Member of the FDIC. Investment and brokerage services are provided through HSBC Securities (USA) Inc., (Member NYSE/FINRA/SIPC) and insurance products are provided through HSBC Insurance Agency (USA) Inc.

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 3,900 offices in 67 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,522bn at 31 December 2017, HSBC is one of the world's largest banking and financial services organisations.

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