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HSBC Private Banking, Americas Appoints New Philanthropic and Family Governance Specialist

NEW YORK – HSBC Private Banking, Americas today announced the appointment of Carly McKeeman as Philanthropic and Family Governance Specialist. She joins HSBC with more than 10 years of charitable planning and administration experience. Based in New York, McKeeman will report to Heather Flanagan, Regional Head of Private Wealth Solutions for HSBC Private Banking, Americas.

In her new role, McKeeman will lead the development of the Private Bank's Philanthropy and Family Governance services. As part of this effort, she will partner with leaders across HSBC's Global Private Wealth Solutions Group to bolster the bank's local capabilities in this pivotal space.

"We are thrilled to welcome Carly to the team. Her knowledge and expertise will prove instrumental as we enhance and develop charitable planning solutions for our private banking clients, tailored to their unique values and needs," said Flanagan. "Additionally, our clients are more frequently asking for Family Governance services and Carly's deeply engrained experience and skillset will help us bring our offering to a superior level of service in this growing area."

McKeeman joined HSBC from Evercore Wealth Management where she worked with ultra-high-net-worth families and their outside advisors on investment management and fiduciary planning matters. McKeeman previously held positions at Fiduciary Trust and served as the Associate Director of Planned and Major Gifts at Columbia Law School.

In addition to being admitted to the Bars of California and New York, McKeeman sits on the board of the New York chapter of the Society of Trust and Estates Practitioners (STEP). She is also a past Fellow of the American Bar Association Section of Real Property, Trust and Estates, and has been recognized as a 2017-19 Young Leader to the American College of Trusts and Estates Counsel (ACTEC). She is on the Board of Directors for the Women's Prison Association, a social services organization based in New York City.

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Media enquiries to:

Matt Ward	212-525-1931	matthew.m.ward@us.hsbc.com
Annie Richardson	212-525-3827	annie.richardson@us.hsbc.com

Notes to editors:

About HSBC Private Banking

As part of the HSBC Group, one of the world's largest banking and financial services organizations, HSBC Private Banking seeks to be the leading international private bank for business owners and their families. It provides clients with wealth, business and family succession solutions in the largest and fastest growing markets around the world. HSBC Private Banking is the marketing name for the private banking business conducted by the principal private banking subsidiaries of the HSBC Group.

For more information, visit www.hsbcprivatebank.com

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