



HSBC

## HSBC BANK USA LAUNCHES DIGITAL INNOVATION GROWTH INVESTMENT THEME

*New managed portfolio capitalizes on the pandemic-led tech advancements and invests in global companies leading in digital innovation*

**NEW YORK – October 27, 2020 – [HSBC Bank USA, N.A.](#)** (“HSBC USA”), part of HSBC Group, has launched the Digital Innovation Growth Investment Theme (DIGIT), a new discretionary managed portfolio that invests in companies that are leading globally in digital innovation. The portfolio diversifies itself across five key digital themes, including Digital Consumer, Digital Services, Digital Infrastructure, Fintech and Healthcare.

“While digital innovation and transformation have been underway for decades, the volume and speed of recent technological advances is accelerating change across all aspects of society,” said Brett Mitstifer, Chief Investment Officer - Discretionary Investment Management. “When we look at the disruptive impact of the pandemic, many of the trends that came into play as a result have potential to permanently alter the global business landscape. As technology and economic growth become increasingly linked, it’s critical that tech investments generate revenues, drive productivity and reduce cost, which is what we aim to leverage within DIGIT.”

The portfolio includes a broad mandate to capture digital innovation opportunities across multiple sectors, with an emphasis on IT, Communications Services, Health Care, Finance and Industrials. It invests in global corporations and is mostly involved with large and mid-cap stocks, with ETF utilization available. Within each theme is a focus on its specific drivers of growth, including:

- **Digital Consumer** – eCommerce, VR/AR, social media
- **Digital Services** – cloud computing, AI, cybersecurity
- **Digital Infrastructure** – 5G, semiconductors, data centers
- **Fintech** – payments, Blockchain, InsureTech
- **Healthcare** – digital records, remote healthcare, robotic surgery

“While the pace and duration of the current pandemic remains unknown, the landscape for adoption and utilization of digital products and services is likely to be forever altered. We have seen time and again that the path to a resilient economy is through innovation and adaptation,” said Mitstifer.

The DIGIT strategy seeks to maximize long-term growth of capital through investment in companies that use digital innovation to reshape markets and industries. It is managed dynamically in accordance with the HSBC Private Banking investment views.

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