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HSBC MAKES KEY HIRE TO AUGMENT DIGITAL INNOVATION TEAM

Diana Biggs has been appointed as Head of Business Model Innovations for UK & Europe, providing ongoing momentum to the huge strides HSBC UK has made to its digital offerings for customers, including the development of Online Advice Service (or 'robo-advice' as it is commonly known), the use of Touch ID biometrics, and trialling innovative apps such as SmartSave.

The appointment serves to further strengthen the skills and leadership in emerging financial technologies among the HSBC team, responsible for driving step changes in business performance and customer experience in the UK through digital innovations. Biggs will oversee all business model innovation projects, including managing the 'test and learn' proposition opportunities related to open banking and PSD2.

Diana Biggs, recently named as one of the top 25 fintech influencers in the UK by City AM and one of Innovate Finance's Women in Fintech 2016 Power List, is a global consultant and entrepreneur with expertise in emerging technologies, financial services and inclusive growth. Biggs is an Industry Advisor with University College London's Centre for Blockchain Technologies, a 2016/2017 Fellow with Anthemis Group, and a member of Angel Academe, an angel investment network focused on female technology entrepreneurs.

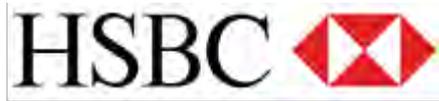
Previously, Biggs was Founder of Proof of Purpose, a startup exploring the use of blockchain technology to enable financial inclusion and economic empowerment. She has also served as Vice President of Growth and Partnerships UK and EMEA Uphold.com, as Chief Strategy Officer for Soko, and as a fellow with Kiva.org, where she managed financial inclusion projects in West Africa. Earlier in her career, Biggs spent five years as a Management Consultant with Oliver Wyman Financial Services, where she worked with clients including global financial institutions, governments and NGOs across Europe, Africa, Asia and North America on strategy and growth.

Raman Bhatia, Head of Digital, UK & Europe said: *"Technology is evolving at break-neck speed with innovations that could improve us as a bank, and help us help improve our customers' lives. The challenge is for us to embrace the right technology and solutions that give us the edge to continue to be a market leader, and Diana will add a lot of experience and insight to make that happen."*

Diana Biggs, HSBC's new Head of Business Model Innovations for UK & Europe said: *"Now is an exciting time for the industry and HSBC. I have seen the strides HSBC has made in recent times in the digital arena, and I'm looking forward to being part of the onward story."*



Diana Biggs, HSBC's Head of Business Model Innovations, UK & Europe



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HSBC UK

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The HSBC Group

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 4,000 offices in 70 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,416bn at 31 March 2017, HSBC is one of the world's largest banking and financial services organisations.

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