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## HSBC UK APPOINTS NEW HEAD OF RETAIL BANKING & WEALTH MANAGEMENT

HSBC UK announces that Stuart Haire has been appointed as Head of Retail Banking & Wealth Management (RBWM), following his appointment as Acting Head in May. Stuart was previously Head of Customer Value Management for the UK Retail Bank.

Stuart will be responsible for leading the UK RBWM multi-brand strategy, which includes first direct and M&S Bank as well as HSBC UK retail banking, with a strategy sharply focused on investing in digital, simpler customer journeys and better customer interaction.

Ian Stuart, CEO HSBC UK, said:

"I am delighted to confirm Stuart's appointment to lead our retail and wealth business in the UK. His broad range of experience in financial services makes him ideally suited to drive forward our strategy. We will continue to improve HSBC's customer offering and grow the business."

Stuart Haire said:

"I'm excited to take on this challenging role. Driven by digital technology and changing consumer expectations, the retail banking industry is going through a period of heightened competition that will be really positive for customer service. With trusted brands and a singular focus on the customer, I will ensure HSBC is well-positioned to improve the experience for people who already bank with us and to attract new customers."

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**For more information:**

For the latest updates, visit the **HSBC UK newsroom:**

<http://www.about.hsbc.co.uk/news-and-media>

**Stuart Haire biography**

Prior to joining HSBC, Stuart was leader of the Direct Bank for personal and SME customers of NatWest, RBS and Ulster Bank. The Direct Bank was made up of Digital, Digital Support and Service Centres.

Previous roles at RBS included responsibility for Credit Risk, Compliance, Operational Risk, Product Management, Commercial Performance, Strategy, Capital Management and Treasury.

Prior to his time at RBS, Stuart was a consultant leading projects delivering enterprise scale data warehouses, data mining capability, customer relationship management and sales and marketing systems.

Stuart has an academic background culminating in a First from The University of Glasgow in Physics and Electronic Engineering followed by a short time at the European Space Agency.

### **HSBC UK**

HSBC serves c17 million customers in the UK and employs approximately 43,000 people. In the UK, HSBC offers a complete range of personal, premier and private banking services including bank accounts and mortgages. It also provides commercial banking for small to medium businesses and corporate and institutional banking services. HSBC Bank plc is a wholly owned subsidiary of HSBC Holdings plc.

### **The HSBC Group**

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\$2,492bn at 30 June 2017, HSBC is one of the world's largest banking and financial services organisations.