

31 August 2021

HSBC Korea's office innovation provides a springboard to greater success

- **HSBC Korea's 124 – year story told through “Heritage Wall”**
- **Part of the “Future of Work” strategy that promotes the work environment befitting the future style of working**
- **Hybrid working model available to employees to choose within the boundaries of the relevant regulations**

HSBC Korea announced the opening of its newly innovated office space on 31 August.

To celebrate this milestone event, Eunyoung Jung, President and CEO, HSBC Korea; Joonbo Shim, Union Chairman, HSBC Korea; Miseon Lim, COO; and Bongkyun Chin, Project Manager; and Jongwon Eun, Head of Social and Sports Club, HSBC Korea, attended an opening ceremony on 30 August, held against a heritage installation backdrop telling the story of HSBC's 124 - year presence in Korea.

In the new office environment, a variety of work stations and resting areas are provided on each floor so that employees can have the flexibility to sit wherever they feel most comfortable – for example, standard seats, work café (free style space just like a café), focus room (private room for individual use) and standing desks.

This office transformation is part of HSBC Group's Future of Work strategy which embraces a hybrid working model. Hybrid working is more than where people work – It is also about how and when they work. It nurtures a healthy organization culture that promotes flexible working practice, collaboration and well being. This culture change will enable employees to be at their best and strengthen the focus on the bank's customers.

In short, the bank's office space has been innovated to fit the new ways of working.

Eunyoung Jung, said, “For more than 120 years, HSBC Korea has grown supporting the growth of the Korean economy. Through constant innovations, it has become one of the most successful foreign banks in Korea. Now, we look to another 100 years of success with the new ways of working.”

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HSBC

HSBC operates a bank branch and a securities branch in Korea. The Hongkong and Shanghai Banking Corporation to which HSBC Korea belongs is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia,

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North America, Latin America, and Middle East and North Africa. With assets of US\$2,976bn at 30 June 2021, HSBC is one of the world's largest banking and financial services organisations.