

Conduct is a critical component of all of HSBC's business activities. It is embedded within the Group's strategy, business models and planning, our culture and behaviours, interaction with customers, products and services, financial markets operations, and governance and oversight processes.

We have established a Global Conduct Framework with five outcomes describing the behaviours to which we aspire. It increases our understanding of how the decisions we make affect customers and other stakeholders, helping us to strengthen our business. Our conduct framework governs everything we do and aligns to the JFSA's Client Centric Fiduciary Principles for which our businesses in Japan fully support.

Each global business and global function must ensure that its policies are designed to deliver the outcomes set out in the Global Conduct Framework.

We will assess our success against five outcomes as follows:

1. We understand our customers' needs

...and design, market and sell products and services that recognise the long-term interests of customers.

2. We provide products and services that offer a fair exchange of value

...which balance customer and HSBC interests and do not undermine market competition.

3. We service customers' ongoing needs, and put it right if we make a mistake

...ensuring products and standards of service continue to have a positive impact.

4. We act with integrity in the financial markets we operate in

...acting in our customers' interests and not in ways which manipulate or undermine markets.

5. We operate resiliently and securely to avoid harm to customers and markets

...across digital, physical and operational arrangements to support customer needs and wider financial system stability.