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EASTSPRING INVESTMENTS CHOOSES HSBC'S MIDDLE OFFICE SERVICES USING BLACKROCK'S ALADDIN® PLATFORM

Eastspring Investments ("Eastspring"), a Prudential plc company and one of Asia's leading asset managers, has appointed HSBC to provide Middle Office outsourced services and support its growth ambitions across multiple Asian markets, including Singapore and Malaysia.

HSBC's Middle Office services will be integrated into BlackRock's Aladdin® platform, which is a unified investment and risk management platform used by the world's most sophisticated investors to manage the full investment lifecycle across asset classes. Eastspring has been using Aladdin® since 2019.

"This strategic partnership is a crucial component of Eastspring's operational transformation, aimed at optimising our operating model for improved efficiency, scalability, and most importantly, delivering enhanced value to our clients," said **Lilian Tham, Chief Operating Officer, Eastspring Investments**. "We believe that by leveraging HSBC's Asian presence and BlackRock's Aladdin technology, we will further improve our investor experience and outcomes."

Fiona Horsewill, Global Head of Securities Services, HSBC said:

"We're delighted that Eastspring chose HSBC as its new Middle Office provider, extending our partnership, and we look forward to continuing working closely with their teams in supporting their asset servicing requirements. As a leading Securities Services provider in Asia, HSBC will continue to scale its Middle Office offering in the region and remove friction for the benefit of our clients."

HSBC's Securities Services relationship with Eastspring in Asia has spanned two decades and includes Global Custody and Transfer Agency.

Akiyoshi Takeuchi, Head of Aladdin Client Business, Asia Pacific, BlackRock said:

"We are thrilled to be part of this exciting new chapter of Eastspring's transformation. With this collaboration, Eastspring will be able to seamlessly integrate data and workflows across the investment lifecycle – delivering scale and efficiency to the entire organisation. We are also excited to continue our ongoing collaboration with HSBC to deliver our best-in-class solutions for Eastspring."

In total, HSBC held USD10.6 trillion of assets as custodian on behalf of investors at 31 December 2024. HSBC's global custody network covers 96 markets. In many markets throughout Asia, HSBC is the leading international bank offering custody and securities services.

Eastspring manages USD256 billion (as of 31 March 2025) of assets on behalf of institutional and individual clients, across equity, fixed income, multi-asset, quantitative and alternative strategies.

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The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 58 countries and territories. With assets of US\$3,054bn at 31 March 2025, HSBC is one of the world's largest banking and financial services organisations.

About Eastspring Investments:

Eastspring Investments, part of Prudential plc, is a leading Asia-based asset manager that manages USD 256 billion (as of 31 March 2025) of assets on behalf of institutional and retail clients. Operating since 1994, Eastspring Investments has one of the widest footprints among asset management companies across Asia*. We provide investment solutions across a broad range of strategies including equities, fixed income, multi asset, quantitative and alternatives and are committed to delivering high quality investment outcomes for our clients over the long term.

We incorporate ESG factors into our investment process and are aligned with a number of global sustainability initiatives including the United Nations-supported Principles for Responsible Investments (PRI) and the Asia Investor Group on Climate Change (AIGCC). We collaborate alongside industry peers to harness a collective investor voice to influence and drive change with investee companies.

For more information on Eastspring Investments, please visit: www.eastspring.com

**Eastspring Investments companies (excluding joint venture companies) are ultimately wholly owned/indirect subsidiaries of Prudential plc of the United Kingdom. Eastspring Investments companies (including joint venture companies) and Prudential plc are not affiliated in any manner with Prudential Financial, Inc., a company whose principal place of business is in the United States of America or with the Prudential Assurance Company Limited, a subsidiary of M&G plc (a company incorporated in the United Kingdom).*

About BlackRock Aladdin®

BlackRock's purpose is to help more and more people experience financial well-being. As a fiduciary to investors and a leading provider of financial technology, we help millions of people build savings that serve them throughout their lives by making investing easier and more affordable. BlackRock's Aladdin® platform is a tech platform that unifies the investment management process by providing a common data language within an organization to enable scale, provide insights, and support business transformation.

For additional information on BlackRock, please visit

<https://www.blackrock.com/aladdin>