



Link Group builds momentum in Hong Kong pension market with key executive appointment

14 March 2023: Link Group's Retirement & Superannuation Solutions (RSS) business in Hong Kong has appointed Rebel Jones as its General Manager, Client Partnerships Asia.

This senior appointment follows the recent announcement of a strategic partnership between Link Group's RSS business and HSBC which will see the global technology solutions provider deliver digital administration and value-added services to HSBC's Occupational Retirement Scheme Ordinance (ORSO) clients.

In her new role, Rebel will have end to end accountability for business growth and be responsible for leading strategic business development across government, industry, retail and corporate pension clients in Asia.

Further, she will oversee execution of Link Group's strategic priorities in the region, delivering on our partnership with HSBC while managing all client relationships to ensure exceptional service and delivery of value.

As Link Group's growth agenda builds momentum, Rebel's appointment is significant to ensure the business remains at the forefront of change at a time when the pension market in Hong Kong is experiencing a structural shift towards digitisation.

With more than 20 years of successful achievement in the United Kingdom, Australia and for the past 7 years in Hong Kong, Rebel brings impressive credentials and considerable pension administration and transformation experience to the role, having led and delivered large-scale transformation programs, bridging technology and operations. Previous appointments include senior management roles with HSBC, the Mandatory Provident Fund Schemes Authority (MPFA) and most recently Ernst & Young Hong Kong, where she specialised in technology transformation and delivery.

Rebel Jones, General Manager, Client Partnerships Asia, Link Group Retirement Solutions said she was excited for the opportunity to join an organisation where continuous technology evolution, digital transformation and strategic business growth are a strong part of the agenda.

"Having been involved in leading an initiative to centralise the MPF administration capability as well as managing core system enhancements for HSBC's MPF administration business, this role is a natural extension of my expertise and allows me to combine my technology experience with a thorough knowledge of the Hong Kong pension market.

"Link Group now has a strong position in the ORSO market and I genuinely look forward to building on this presence through strategic business development, ensuring exceptional outcomes for client partners and their customers."

Dee McGrath, CEO Retirement & Superannuation Solutions, Link Group said Rebel's appointment will establish a presence in the region, deliver on our important partnership with HSBC and help drive growth for the RSS business across Hong Kong and Asia.

“We are thrilled to have Rebel on the ground in Hong Kong to help our team deliver global best practice retirement solutions through our leading technology platform and digital services. She is a great addition to our leadership team and will play a significant role in delivering on our strategic plan for the region, while also supporting the overall priorities of our business and assuming responsibility for developing all client relationships in Hong Kong and Asia.

“As Link Group continues to expand into new markets, we want to stay at the forefront of the digital revolution that’s taking place. As such, we remain committed to investing in our core, member administration expertise, innovative technology and market leading platform as we shape new retirement solutions for clients operating in the Hong Kong pension market.”

Rebel Jones will be part of the Link Group Retirement & Superannuation Solutions executive leadership team.

As the largest provider in Australia, servicing more than 41 per cent of all superannuation members and administering more than 11 million pension accounts worldwide, Link Group is the leading retirement solutions provider globally and continues to invest in new technologies that innovate and evolve with client needs, delivering market leading digital platforms that are responsive to changing expectations and industry trends.

Ends

Media Contact

Molly Osborne, GRACosway, +61 487 744 475, mosborne@gracosway.com.au

About Link Group (ASX: LNK)

Link Administration Holdings (Link Group) is a global, digitally enabled business connecting millions of people with their assets – safely, securely and responsibly. From equities, pensions, and superannuation to investments, property, and other financial assets, we partner with a diversified portfolio of global clients to provide robust, efficient, and scalable services, purpose-built solutions and modern technology platforms that deliver world-class outcomes and experiences.

We help manage regulatory complexity, improve data management, and connect people with their assets through exceptional user experiences that leverage our people's expertise combined with technology, digital connectivity, and data insights.

For more information, please visit: www.linkgroup.com