

# Research Direct

Connecting you to world class content



To all of our clients and stakeholders, we aim to deliver **thought leadership and actionable recommendations**, combining unparalleled local insights, global connectivity and professional integrity



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<https://www.gbm.hsbc.com/en-gb/campaigns/global-research/research-direct>

# Introducing Global Research

Investment conditions remain tough, with global markets facing continued challenges from geopolitical and other risks...

We have the expertise to help institutional and corporate clients – as well as our colleagues at HSBC – navigate these uncertain times. **Our award-winning analysts produce more than 12,000 reports each year with topical, timely and relevant insight** on everything from currency movements to commodities, bond yields, global stock markets, macroeconomics, and technology trends.

Our international footprint spans the geographies that matter most to our clients, and our on-the-ground presence in major emerging markets complements our deep expertise in the developed markets. **Our experience in China differentiates us from other research houses**, as shown by our coverage of the A-share market through HSBC Qianhai Securities, our majority-owned China onshore joint venture. **On the other side of the globe, we have recently expanded our US equity coverage to over 270 stocks, amounting to c.USD28.4trillion of market cap.**

Collaboration across asset classes is key to our approach, with a dedicated team offering a global, multi-asset perspective. And we continue to focus on the distinctive strengths that clients value.

We have **sharpened our focus on thematic research**, taking deep dives into trends that are likely to reshape markets for years to come – including demographics, disruptive technologies, and the transition to a net-zero future. Data science is increasingly integrated across our platform, as we deploy **machine learning technology to inform everything from equity strategy to FX**. And our pioneering ESG team is supporting colleagues to put **environmental, social and governance considerations** at the heart of financial models and investment opinions.

As we bring our expertise to new audiences, we offer a variety of ways to access our work. These include a **Global Research app** showcasing key reports, and – to give prospective clients a sense of our output – public access to a curated selection of podcasts and live events. Read on to find out how you can subscribe.

We look forward to hearing from you.

**Sincerely, David May**



**David May**

Global Head of Research

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# Accessing our key themes to guide your outlook

New clients to HSBC Global Research can be quickly on-boarded through a KYC baseline process, giving access to reports by email subscription, by accessing our website, via third party aggregators, or by using the HSBC Global Research mobile app which is available on Apple or Android devices.

To get started please email [research.direct@hsbc.com](mailto:research.direct@hsbc.com) to arrange a call or meeting, or for helpful advice in completing this on-boarded process.



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# Meet the Research Direct team

## Global



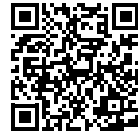
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## Regional



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# Our reach



## Analysts

We have more than **330 analysts and associates** in **18 locations** across Asia, the Americas, Europe, the Middle East and Africa

## Asset classes

Producing more than **12,000 reports annually** across Economics, FX, Fixed Income, Equities, Emerging Markets, ESG, Data Science and Multi-Asset



## Equities

Our Equities analysts cover **c.2000 companies** around the world



## Focus

With focus on EM, Asia, China, UK, ESG, Macro/Multi-Asset and Data Science



# Our rankings

Global Research is highly ranked and rated across a number of geographies and asset classes

## #1

### Institutional Investor – 2023

- ◆ **Developed Europe:** UK Research
- ◆ **Emerging EMEA:** Equity Research\*; Türkiye Research; MENA Research; South Africa Research; Economics; Chemicals, Consumer, Financials, Transportation

\*Weighted by commissions and published analyst positions

## #1

### The Asset Benchmark Research Awards – 2023

- ◆ Indian rupee bond research

## #1

### LBMA's Precious Metals Forecast Survey – 2022

- ◆ Forecast average price of Palladium

## #1

### Greenwich FX survey – 2022

- ◆ Best EM research

## #1

### Consensus Economics – 2022

- ◆ Forecast accuracy award - Spain

## #1

### Focus Economics – 2022

- ◆ Best economic and rates forecaster (multiple countries)
- ◆ Best price forecaster - Gold

## #1

### APAC – Asiamoney – 2023

- ◆ Best Regional Brokerage, Research & Sales
- ◆ Best brokerage for regional/country research: Korea/Taiwan
- ◆ Best regional analyst rankings (various asset classes)



# Our framework

Positioned across our unique selling points and focusing on our key, current and topical themes

## Global teams



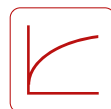
**Economics**  
covering >50  
countries  
worldwide



**FX** broad  
coverage of DM &  
EM with particular  
focus on the RMB



**Equities** 1,850  
companies with 60%  
MSCI EM & Frontier  
Market indices



**Fixed Income**  
covering Rates  
and Credit across  
DM & EM



**EM** investment  
themes across  
asset classes



**Sustainability**  
insights on delivering  
net-zero across asset  
classes



**Data Science**  
analysing vast  
amounts of data using  
machine learning  
techniques



**Multi-Asset**  
highlighting key  
ideas across asset  
classes

## Our focus

**Macro/  
Multi-Asset**

Top-rated in DM, EM  
and thematic coverage

**Emerging  
Markets**

Comprehensive analysis  
of EM across all asset  
classes

**Asia**

Local expertise for  
global clients

**China**

Onshore research with  
300+ A-share coverage

**UK**

Strong mid-cap  
coverage

**Sustainability**

Identifying value  
creation in the net-zero  
transition

**Data  
Science**

Embedding machine  
learning techniques into  
our investment advice

## Key themes to guide your outlook



Automation



Demographics



Digital Finance



Disruptive  
Technology



Energy  
Transition



Future Cities



Future  
Consumer



Future Transport



Trade Flows



Scan or [click to  
view](#) our themes  
brochure



# Our coverage

Our award-winning research offers market-leading insight over eight research disciplines, each managed by specialists in their field. Subscribe with ease to their insights and research

## Economics



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# Our coverage

We integrate ESG and machine learning into our financial models, valuations and investment opinions

## Sustainability



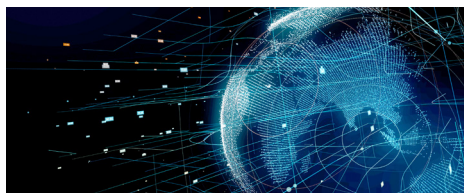
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## Data Science



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## Multi-Asset



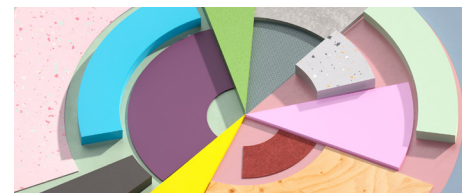
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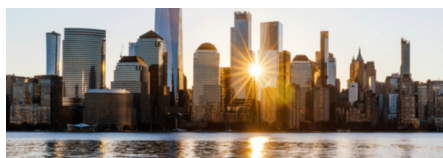
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# Our coverage

Our equity research approach links fundamental bottom-up research with our unique market-leading knowledge of emerging markets, our strong ESG franchise and our growing position in data science and the Americas

## EEMEA/Americas



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# Our equity sector footprint

We leverage the broad network and reach of HSBC to the benefit of our clients

## Natural Resources



### Metals & Mining

Gold & PGM; Steel; Coal;  
Aluminium; Commodities;  
Battery Materials; Paper &  
Forest Products

## FIG



### Banks

Banks; Other Financials

## Industrials



### Conglomerates & Transport

Conglomerates; Transport;  
Shipping; Business Services

## Retail / Consumer



### Retail / Consumer

Food Retail; Food Manufacturing;  
Beverages; Agricultural Products;  
Consumer Goods; Luxury Goods;  
Consumer Gaming; Leisure; Specialty  
& General; Household /Personal Care

## TMT



### Telecom & Media

Telecoms; Telecoms  
Equipment; Media; Internet



### Cleantech & Utilities

Cleantech; Utilities



### Insurance

Insurers; Asset Managers



### Capital Goods

Shipbuilding; Machinery;  
Power Equipment; Autos;  
Auto Parts



### Healthcare

Pharmaceuticals; Biotech;  
Medical devices; Healthcare  
service providers



### Technology

Display Technology;  
Semiconductors; Memory  
Devices; Downstream  
Hardware; Handset & IC  
Design; IT Service;



### Oil, Gas & Chemicals

Oil & Gas; Chemicals;  
AgChem; Petrochem; Energy  
Equipment



### Real Estate

Developers; Investors; REITs



### Infrastructure

Engineering & Construction;  
Building Products

# How and where to plug into our resources

We have various products available for clients as well as non-clients. To get started follow these six easy steps

## Available to clients



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