



# Dr Franco Morra

Swiss/Italian national and Swiss resident, born in 1967

Dr Morra was first appointed as Chairman of the Board of Directors (“Chairman”) by the Annual General Meeting on 21 April 2023. His current term expires at the Annual General Meeting in 2025. Dr Morra has a Master in Business Administration & Marketing as well as a doctorate in Economics & Health Care Management from the University of St. Gallen.

<b>Name</b>	Dr Franco Morra
<b>Nationality</b>	Swiss/Italian
<b>Function</b>	Chairman
<b>First elected</b>	2023
<b>End current period</b>	2025

## Professional experience:

- Since 2019: CEO and Founder of Winsight GmbH (Zollikon, Switzerland)
- 2010 – 2018: Key positions at HSBC PBRs SA (Switzerland):  
CEO Private Bank (Suisse) SA (2010 – 2018)  
Global Private Banking Regional Head Europe International and MENA (2010 – 2018)  
Country Manager Switzerland (2010 – 2018)
- 2005– 2010: Key positions at UBS AG (Switzerland):  
CEO of UBS Switzerland AG (Zurich, Switzerland) and Member of the Group Executive Board of UBS Group (2009 – 2010)  
Head of Wealth Management Western Europe, Middle East and Americas (2007 – 2008)  
Head of Wealth Management Italy (2005 – 2007)
- 1992 – 2005: Managing Director and Global Partner at The Boston Consulting Group (Zurich, Switzerland)

## Other board memberships and activities:

- Since 2021: Member of the Board of Directors of Hellohome Schweiz AG (Baar, Switzerland); Chairman (2021 – 2023)

## Previous board memberships:

- 2012 – 2018: Member of the Board of Directors of the Swiss Bankers Association (Basel, Switzerland), serving as well as member of the Audit Committee (2014 – 2018) and member of the Board Committee (2013 – 2018)
- 2012 – 2018: Member of the Board of Directors of the Association of Foreign Banks in Switzerland (Geneva, Switzerland), serving as well as President (2014 – 2018) and Vice-President (2012 – 2014)
- 2014 – 2018: Member of the Board of Directors of Genève Place Financière (Geneva, Switzerland)
- 2013 – 2018: Member of the Board of Directors of HSBC Private Bank (Monaco) SA (Monte Carlo, Principality of Monaco)
- 2014 – 2018: Chairman of the Board of Directors of HSBC Global Asset Management (Switzerland) Ltd
- 2012 – 2015: Member of the Board of Directors of HSBC Private Bank UK Ltd (London, UK)
- 2015 – 2018: Senior Member at FINMA Expert Panel on Private Banking Industry and Regulation
- 2016 – 2018: Fondation de prévoyance des entités suisses du Groupe HSBC, Representative of the employer