

● Product Sales

Context of change and impact on job tasks

Retail banking clients are increasingly interested in sustainable finance products. This job role holder will need to adapt their sales strategies and sustainable finance products knowledge, in order to provide financial advisory services which caters to the client's sustainability agenda and requirements.

Retail Banking clients can exhibit investment sustainability preferences across the sustainable investment product spectrum (e.g. environmental, social or governance, a combination of them, or sustainability-neutral). In addition, new retail financial products that are targeted at addressing consumer needs related to sustainability are increasingly being offered by Retail Banks (e.g. green mortgage loans and green car loans). Hence, the job role holder is expected to be familiar with the range of sustainable finance products and support RMs that have clients interested in these products. The job role holder should have a good understanding of the competitive landscape, industry trends and customers' needs, risk profile, and preferences, to effectively position its application to client's portfolio.

With evolving sustainable finance product offerings, it is necessary for Product Sales to develop appropriate sales strategies for different types of sustainable finance products

Time horizon of impact: Immediate

Impact on key job tasks

● High augmentation ● Moderate augmentation ● Low augmentation

Critical work function	Additional key job task	Impact on job task
Manage organisation's products	<ul style="list-style-type: none"> Develop sales strategies for sustainable finance products through collaboration with the product marketing department Keep up-to-date with repackaged or restructured sustainable finance products Keep up-to-date with new sustainable finance products Monitor sales developments for different types of sustainable finance products and conduct periodic review of sales strategies Conduct sustainability risk assessments to identify and mitigate potential sustainability related risks associated with the products Use green marketing strategies to communicate the sustainability advantages of the products through various channels 	●
Provide product advisory services	<ul style="list-style-type: none"> Provide financial advisory services on sustainable finance products to clients referred from client-facing teams Ensure advisory procedures and documentation adhere to business processes for sustainable finance products and sustainability-related regulatory requirements (e.g. Equator Principles) Communicate relevant and timely sustainable finance product-related information to customer and client networks 	●
Support product trading activities	<ul style="list-style-type: none"> Develop relationships with market counterparties with sustainable finance product offerings to obtain information Train sales teams and employees to effectively communicate sustainability value proposition of products Ensure awareness of the taxonomy and framework on how to classify various sustainable finance products 	●

SF TSCs needed

• Sustainable Investment Management	L3	L4	L5
• Sustainable Lending Instruments Structuring	L3	L4	L5
• Taxonomy Application	L3	L4	L5

● Product Sales

Context of change and impact on job tasks

Private banking clients are increasingly interested in investing sustainably. this job role holder will need to adapt their sales strategies and sustainable finance product knowledge in order to provide financial advisory services which caters both to the client's sustainability objectives and requirements, whilst also considering the impact of sustainability risks on the product portfolio.

When providing product advisory services, the job role holder will require clear understanding of sustainable finance products offered by the bank (e.g. sustainability themed funds with a focus on the energy generation sector). As high net-worth and ultra-high net-worth clients may have unique requirements, they will be responsible for constructing tailored recommendations and explaining to clients on the features of the sustainable finance products and how they are aligned to client's sustainability agenda and financial goals.

Additionally, they need to develop appropriate sales strategies for different types of sustainable finance products.

Time horizon of impact: Immediate

Impact on key job tasks

● High augmentation ● Moderate augmentation ● Low augmentation

Critical work function	Additional key job task	Impact on job task
Manage organisation's products	<ul style="list-style-type: none"> Develop sales strategies for sustainable finance products through collaboration with the product marketing department Keep up-to-date with repackaged or restructured sustainable finance products Keep up-to-date with new sustainable finance products Monitor sales developments for different types of sustainable finance products and conduct periodic review of sales strategies 	●
Provide product advisory services	<ul style="list-style-type: none"> Provide financial advisory services on sustainable finance products to clients referred from client-facing teams Ensure advisory procedures and documentation adhere to business processes for sustainable finance products and sustainability-related regulatory requirements Communicate relevant and timely sustainable finance product-related information to customer and client networks 	●
Support product trading activities	<ul style="list-style-type: none"> Develop relationships with market counterparties with sustainable finance product offerings to obtain information 	●

SF TSCs needed

- Climate Change Management
- Natural Capital Management
- Sustainable Investment Management
- Taxonomy Application

L3	L4	L5
L3	L4	L5
L3	L4	L5
L3	L4	L5

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Context of change and impact on job tasks

Corporate banks will continue to be a key lever in financing sustainability transition. The job role holder will need to adapt their sales strategies and sustainable finance products knowledge in order to provide financial advisory services which caters both to the client's sustainability agenda and requirements, whilst also considering the impact of sustainability risks on the product portfolio.

When providing product advisory services, the job role holder will require clear understanding of sustainable finance products offered by the bank, including new and repackaged or restructured products (e.g. green loan, sustainability-linked loans). As corporate clients may have unique requirements, they will be responsible for constructing tailored recommendations and explaining to clients on the features of the sustainable finance products and how they are aligned to client's sustainability agenda and financial goals. They also need to ensure that the advisory procedures and documentation adhere to business processes for sustainable finance products and sustainability requirements for managing the risks of financing large projects (e.g. Equator Principles).

Additionally, they need to develop appropriate sales strategies for different types of sustainable finance products .

Time horizon of impact: Immediate

Impact on key job tasks

● High augmentation ● Moderate augmentation ● Low augmentation

Critical work function	Additional key job task	Impact on job task
Manage organisation's products	<ul style="list-style-type: none"> Develop sales strategies for sustainable finance products through collaboration with the product marketing department Keep up-to-date with repackaged or restructured sustainable finance products Keep up-to-date with new sustainable finance products Monitor sales developments for different types of sustainable finance products and conduct periodic review of sales strategies 	●
Provide product advisory services	<ul style="list-style-type: none"> Provide financial advisory services on sustainable finance products to clients referred from client-facing teams Ensure advisory procedures and documentation adhere to business processes for sustainable finance products and sustainability requirements (e.g. Equator Principles) Communicate relevant and timely sustainable finance product information to customer and client networks 	●
Support product trading activities	<ul style="list-style-type: none"> Develop relationships with market counterparties with sustainable finance product offerings to obtain information 	●

SF TSCs needed

• Climate Change Management	L3	L4	L5
• Natural Capital Management	L3	L4	L5
• Sustainable Lending Instruments Structuring	L3	L4	L5
• Taxonomy Application	L3	L4	L5

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Context of change and impact on job tasks

Investment banks will continue to facilitate capital raising for sustainable business activities as well as the mergers and acquisitions of sustainable businesses and assets. The job role holder will need to adapt their sales strategies and sustainable finance product knowledge in order to provide financial advisory services which caters both to the client's sustainability agenda and requirements, while also understanding the impact of sustainability on the product portfolio.

In order to provide product advisory services, the job role holder will require clear understanding of sustainability financial products under the investment bank's remit. They also need to be familiar with the standards and business codes governing sustainability financial products (e.g. Green Bond Principles, Social Bond Principles) in order to manage bank's sustainability risks. Additionally, sustainable finance products offered to clients are expected to be governed by the bank's sustainability frameworks which are aligned to regulatory taxonomies. Hence, the job role holder need to understand whether the financing needs of their clients are within the eligible categories under the frameworks.

To ensure robust product advisory, the job role holder would also require understanding of appropriate metrics that determine the key features of each financing product (e.g. KPIs required for coupon rate step-down / step-up for green bonds).

Time horizon of impact: Immediate

Impact on key job tasks

● High augmentation ● Moderate augmentation ● Low augmentation

Critical work function	Additional key job task	Impact on job task
Manage organisation's products	<ul style="list-style-type: none"> Develop sales strategies for sustainability financial products through collaboration with the product marketing department Keep up-to-date with repackaged or restructured sustainability financial products Keep up-to-date with new sustainability financial products Monitor sales developments for different types of sustainability financial products and conduct periodic review of sales strategies 	●
Provide product advisory services	<ul style="list-style-type: none"> Provide financial advisory services on sustainable finance products (e.g. green bonds, sustainability bonds) to clients referred from client-facing teams Ensure advisory procedures and documentation adhere to business processes for sustainable finance products and sustainability regulatory requirements (e.g. Green Bond Principles, Social Bond Principles) Communicate relevant and timely sustainable finance product-related information to customer and client networks 	●
Support product trading activities	<ul style="list-style-type: none"> Develop relationships with market counterparts with sustainable finance product offerings to obtain information 	●

SF TSCs needed

• Climate Change Management	L3	L4	L5
• Natural Capital Management	L3	L4	L5
• Sustainable Lending Instruments Structuring	L3	L4	L5
• Taxonomy Application	L3	L4	L5