

## **Mastercard Announces New Leadership in Hong Kong, Macau, Taiwan and Korea**

*New division, consisting of Hong Kong, Macau, Taiwan and Korea, created to drive greater synergies*

**HONG KONG – September 1, 2017** – [Mastercard](#) today announced the appointment of Dongchun Choi and Helena Chen to the respective roles of division president, Hong Kong, Macau, Taiwan and Korea, and country manager, Hong Kong and Macau, effective immediately.

As the division president of Hong Kong, Macau, Taiwan and Korea, Dongchun is responsible for all aspects of Mastercard's operations, including strengthening business alliances, enhancing brand awareness and promoting the growing usage and acceptance of Mastercard payment solutions in these key markets.

A 14-year Mastercard veteran, Dongchun was most recently the division president of Korea, a position he has held since 2008. Prior to joining the company in 2003, Dongchun worked for McKinsey and Company for over eight years, providing counsel to financial institutions and industrial conglomerates. He brings with him a background in investment banking and private equity from Salomon Smith Barney in Hong Kong and Ilshin Investment Co. in Seoul, respectively.

With over 20 years of experience in the financial services industry, Helena will oversee day-to-day operations across Hong Kong and Macau in her new role as country manager, reporting to Dongchun. Previously, she was division head of Market Development for Mastercard in Hong Kong, Macau and Taiwan, and has held senior roles at Standard Chartered Bank and Visa International.

Dongchun will be based in Seoul while Helena will be based in Hong Kong. Hiang Choong, former division president, Hong Kong, Macau and Taiwan, will move into a new role within Mastercard as General Counsel, International Markets.

To strengthen the broader region, Mastercard is bringing together its Hong Kong, Macau, Taiwan and Korea divisions. The move aims to reap the benefits of greater scale, resource-sharing and best-practice collaboration between the markets.

Commenting on the appointments, Ling Hai, Co-President, Asia Pacific, Mastercard, said, "North Asia is an important region for Mastercard and with the new division comprising Hong Kong, Macau, Taiwan and Korea, we will be able to build stronger synergies among the markets. Dongchun's strong track record and rich experience, coupled with Helena's intimate knowledge of the markets, will enable Mastercard to continue capturing opportunities in these dynamic markets. We thank Hiang for his contributions and look forward to having him as part of our International Markets team."

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### **About Mastercard**

Mastercard (NYSE: MA), [www.Mastercard.com](http://www.Mastercard.com), is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow

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