

## **Biography of Mr. Sam TSUI**

Mr. Sam Tsui is Head of Market Development, Asia Pacific at S&P Dow Jones Indices. His primary role is to raise the awareness of index-based investing and build business opportunities for S&P Dow Jones Indices in the region through communicating with core stakeholders, from external communications to deliver strong marketing program to clients, partners, exchanges, and strengthen relationships.

Sam also works with education institutions in the region to provide index education and research to promote financial literacy through investor education programs that lay the foundation for good financial decision-making.

Prior to joining S&P Dow Jones Indices, Sam served as Vice President of iShares, Asia ex-Japan at BlackRock responsible for the marketing iShares ETFs in the region. And previously, Sam served as Head of Regional Marketing at Bloomberg L.P.

Sam graduated with a Bachelor of Business Administration in Marketing and Economics from the City University of Hong Kong