



8 Jul 2026 (Wednesday)  
3:00 pm – 4:00 pm

# AI and the future of financial services: Unlocking value while preserving trust





# AI and the future of financial services: Unlocking value while preserving trust

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HKRSA Webinar

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# The thesis: AI changes how trust is tested

AI is moving from back-office productivity into the client lifecycle

## Current assumption

- Information provision
- Client asks provider
- Adviser explains options
- Governance at sign-off

## Emerging reality

- Trusted interpretation
- Client asks AI first
- Adviser explains the AI-shaped answer
- Governance across the lifecycle



**Operating question: How do regulated firms maintain trust when the client journey becomes partly AI-mediated?**

# Five planning assumptions for the future ecosystem

Planning assumptions, not predictions with false precision

## 1 The client journey becomes AI-mediated

Clients and advisers use AI before, during and after engagement.

## 2 Hong Kong's ageing population increases retirement decision pressure

More people need help moving from accumulation to decumulation.

## 3 Fund selection is increasingly shaped by automated comparison

Simplification is not the same as suitability.

## 4 Personalisation is expected, but advice boundaries matter

Education and nudges are credible; regulated advice needs stronger controls.

## 5 Human value shifts from information provider to interpretation

The premium moves to judgement, context and accountability.

# Hong Kong's retirement challenge is becoming more complex

AI matters because decision making is becoming harder, not easier

**36%**

Projected share of Hong Kong residents aged 65+ by 2046, excluding foreign domestic helpers.

C&SD

**39%**

Hong Kong respondents are confident in being financially comfortable in retirement.

Fidelity

**65%**

Respondents who find it difficult to select MPF funds.

HKIFA

**56%**

Hong Kong respondents want to seek professional investment advice/guidance for their MPF funds.

Fidelity



**Implication: retirement engagement needs to be more timely and easier to understand. AI can support education, comparison and nudges, but it cannot remove suitability and accountability obligations.**

Sources: Census and Statistics Department, Hong Kong Population Projections 2022–2046; Fidelity Global Sentiment Survey 2025; HKIFA Hong Kong MPF Investor Survey 2025.

# Hong Kong is moving fast, but scale depends on trust

The question is shifting from experimentation to controlled deployment

**38%**

Hong Kong financial services AI adoption rate cited by Fintech Association of Hong Kong (FTAHK), versus 26% global average.

## Current use skews internally

- Employees' virtual assistants
- Internal knowledge retrieval
- Document drafting and summarisation
- Productivity augmentation

**75%**

Surveyed HK financial institutions that have implemented, piloted or designed at least one GenAI use case.

**87%**

Projected ratio within three to five years.

## Constraints remain structural

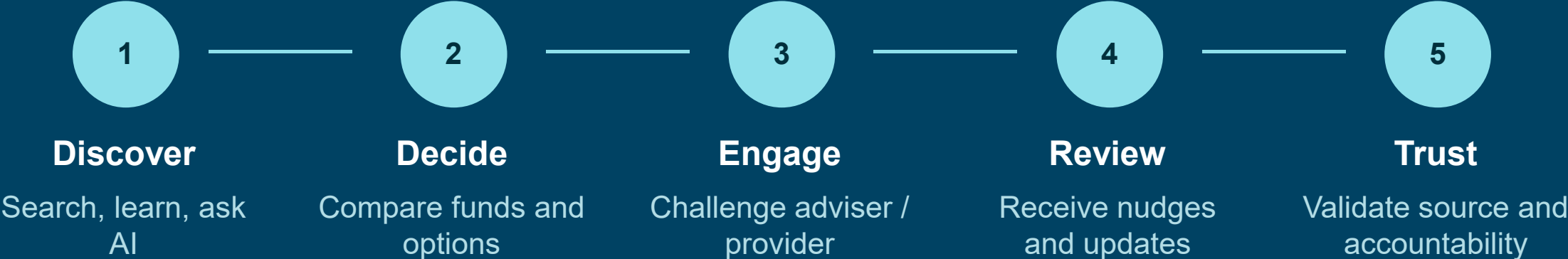
- Data quality and legacy integration
- Talent and technical skills
- Accuracy, privacy, explainability and bias
- Regulatory clarity and governance

**83% vs 63%**

GenAI rollout or movement toward at least one use case: larger institutions vs smaller firms.

# AI is becoming part of the retirement and investment lifecycle

The client relationship increasingly includes a third participant: the client's AI



**Design question: How do we maintain trust when clients, advisers, platforms and asset managers are all increasingly AI-enabled?**

# Strategic question 1: who shapes the client's first answer?

The firm is being interpreted by the client's AI

## Client question

“Should I change my MPF allocation?”

## AI answer

Comparison, ranking, summary, objection

## Adviser / provider

Responds to an AI-shaped view

## How to respond?

### Ignore it

Assume engagement remains human-led

### React to it

Answer AI-generated objections later

### Design for it

Improve data, content and adviser readiness

# Strategic question 2: what happens to fund selection?

AI can make comparison easier, but simplification is not the same as suitability

## What AI may over-weight

- Fees and headline costs
- Recent performance and rankings
- Recognisable brands or passive options
- Generic internet consensus

## What suitability still needs

- Objectives and time horizon
- Risk appetite and loss capacity
- Platform and product availability
- Accumulation vs decumulation context
- Human accountability

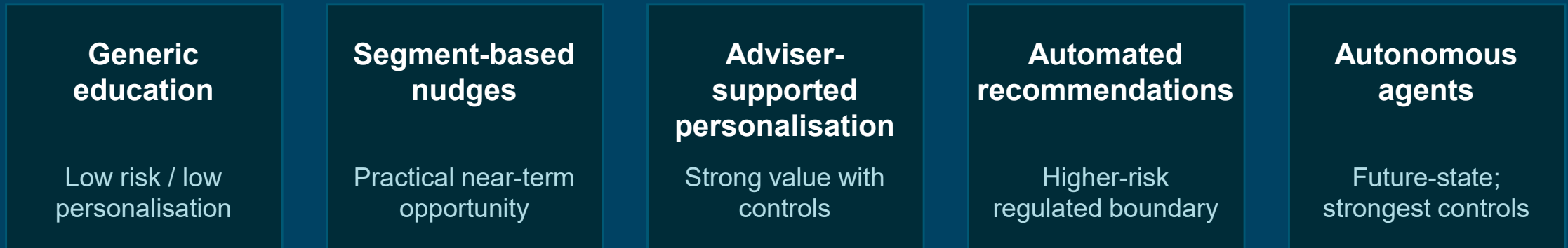


**The quality of explanation becomes part of the product.**

Source: AIA Desired Retirement Tracker 2025; Fidelity International

# Strategic question 3: how far should personalisation go?

The best near-term opportunity may be education and nudges, not autonomous advice



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Increasing client impact and governance burden

Source: Fidelity International

# Adoption will not be even

Women in wealth is a useful lens on confidence, access and trust

AI-enabled retirement engagement will only create value if clients feel able to use it, understand it and trust it. Women in Hong Kong are already an important wealth and retirement audience, but the Fidelity survey highlights lower confidence and potential retirement shortfalls.

**45%**

of women in Hong Kong see increasing savings and investments as the most pressing financial needs.

**20%**

of women in Hong Kong feel confident about investing.

**39%**

of women in Hong Kong are worried that retirement savings will be used up too soon.

## What this changes for providers and advisers

Make explanations simpler without removing context.

Support confidence-building before product choice.

Use AI for education and nudges, not unchecked recommendation.

Source: Fidelity Global Sentiment Survey 2025

# Cyber and resilience: AI also changes the risk clock

## Why this matters now

- Frontier models are improving on multi-step cyber tasks
- AI may accelerate vulnerability discovery, social engineering and content misuse
- The same capabilities can support defence, assurance and monitoring

## Corollary for financial industry practitioners

- Responsible AI is about data, access and vendor oversight
- Cyber hygiene and incident response are design requirements
- Known risks can propagate faster when AI is embedded in workflows



**Frontier AI does not just change what we can do with clients; it changes how quickly known risks can propagate.**

# What HKRSA members should consider now

Practical takeaways for retirement and investment leaders

- 1 Test how materials are interpreted by AI
- 2 Improve data quality, provenance and content clarity
- 3 Prepare advisers for AI-generated client questions
- 4 Use AI first for education, preparation and nudges
- 5 Treat governance, cyber hygiene and human oversight as design requirements



The near-term opportunity is to make the existing journey clearer, faster, more consistent and more trusted.

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