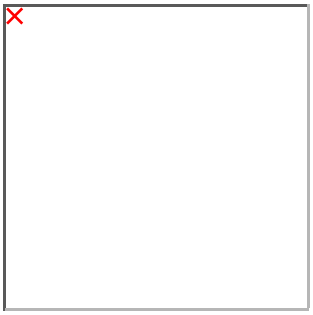

# Vivian Chua

Head of Singapore and Malaysia & Managing Director, Singapore
HP Inc.

Vivian Chua is the Head of HP Singapore and Malaysia as well as HP Singapore Managing Director. She is responsible for driving business and operations in the two countries, including its Personal Systems and Print businesses. HP's footprint there also includes Advanced Manufacturing as well as global Print Research and Development.

Vivian is focused on leading the company toward becoming the most sustainable and just technology company in the industry, serving employees, customers, and local community in Singapore and Malaysia.

Focus areas for Vivian include empowering SMBs to digitally transform and unleash their full potential. She also works with HP's extensive channel network to drive success in an increasingly digitalized, omnichannel environment.

Prior to her current position, Vivian was Vice President, Consumer Personal Systems, HP Asia Pacific and Japan (APJ), where she led HP's regional consumer PC business, from strategy to sales and marketing, and, in particular, grew HP's gaming business in China.

Vivian has held a range of leadership, sales, and business development roles across the Asia Pacific and Japan in regional and country capacities for PC and Print at HP.

Extremely committed to deepening Diversity, Equity, and Inclusion (DEI), Vivian is the global Executive Sponsor of HP's Young Employee Network and serves on HP's global DEI board.

As council member of the Singapore Manufacturing Federation (SMF), Vivian drives focus areas for SMF, such as sustainability and DEI, and aims to take the industry to

become future-ready via advanced manufacturing.

Vivian holds a Bachelor's degree in Business from the Royal Melbourne Institute of Technology (RMIT).