

# Emily Rumble

## Of Counsel

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Hong Kong

Emily Rumble is an of counsel in Hong Kong and is a member of the firm's Financial Regulatory Practice Group.

Emily advises firms on a wide range of contentious and non-contentious financial regulatory matters. Her contentious practice is focused on advising clients on their most significant regulatory investigations by the Hong Kong Securities and Futures Commission (SFC) and Hong Kong Monetary Authority (HKMA). Her experience in this area includes advising international financial institutions on investigations in relation to alleged IPO sponsor misconduct, potential misuse of inside information, systems and controls failures across a range of business units and falsification of records. Emily has also advised a number of international financial institutions in relation to section 59(2) reviews and on-site regulatory examinations / inspections by the SFC and HKMA.

Emily frequently advises a wide range of investment banking clients on complex non-contentious regulatory matters, with a particular focus on culture, conduct and governance matters. Emily has advised multiple international financial institutions on their implementation of senior management accountability regimes across the Asia-Pacific region, and has "on the ground" experience in this field from her secondment to the Hong Kong office of an Australian bank to assist with their implementation of the HKMA's senior management accountability regime. Emily also advises institutions on conduct and culture matters in the context of regulatory and internal investigations, including in the context of internal disciplinary action in relation to employee misconduct and regulatory reporting obligations.

Emily has a thriving cryptocurrency practice, and routinely advises the world's largest cryptocurrency exchanges on a wide range of contentious and non-contentious matters, including advising multiple exchanges on regulatory investigations by the SFC into operations outside the regulatory perimeter, licensing matters, data storage requirements, and improvements in compliance arrangements.

Emily also frequently assists leading industry associations with their responses to major regulatory reforms and consultations. In previous years, this has included advising ASIFMA on its response to the SFC's consultation on changes to enforcement related provisions of the Securities and Futures Ordinance, ASIFMA on its response to the HKMA's consultation on its mandatory reference check scheme, ASIFMA on its response to the SFC's internal investigation disclosure obligation and AIMA in relation to the SFC's external electronic data storage provider circular.

Emily was named as a Rising Star for Financial Services Regulatory by *The Legal 500* in both 2022 and 2023.

Before joining Gibson Dunn, Emily trained and practiced at the Sydney and Hong Kong offices of an international law firm, and was an associate to Justice Annabelle Bennett of



### Capabilities

Anti-Money Laundering  
Financial Institutions  
Financial Regulatory  
Fintech and Digital Assets  
Litigation  
Securities Enforcement  
Securities Regulation and Corporate Governance  
White Collar Defense and Investigations

### Credentials

#### Education

University of Oxford - 2017 Bachelor of Civil Law  
Australian National University - 2014 Graduate Diploma in Legal Practice  
The University of New South Wales - 2012 Bachelor of Arts  
The University of New South Wales - 2012 Bachelor of Laws (LL.B.)

#### Admissions

Australia - Law Society of New South Wales  
Solicitor of the High Court of Hong Kong

the Federal Court of Australia. She has First Class Honours degrees in Law and History from the University of New South Wales, and a Bachelor of Civil Law (Distinction) from the University of Oxford, where she specialized in financial and corporate regulation. Emily is admitted to practice in New South Wales, Australia, and in Hong Kong.

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