

14 December 2018

HSBC launches 'Greater Together' campaign– a new campaign that inspires people to come together and get rewarded

The week of December 10, marks the launch of 'Greater Together' a new Nationwide campaign from 28 November 2018 till 28 February 2018, that inspires people all over Malaysia to help each other to unlock over RM1,000,000 worth of prizes and giving back to the community.

The campaign was launched over the weekend with a crowd-activated three-story Christmas tree at Mid-Valley Megamall (Centre Court, Ground Floor). Equipped with sound responsive lights, over 1,000 shoppers sung carols around the tree, progressively lighting it up and releasing gifts of back to school supplies to children of Projek Perumahan Rakyat Kota Damasara (PPR Kota Damansara).

In light with the spirit of sharing and giving, HSBC invited Community Transformation Initiative (CTI), a non-profit organisation which has been working with PPR Kota Damansara, both directly and through its Residents Association to an exclusive closed door event for an internal employee engagement launch of the **Greater Together** campaign.

It was heart-warming to witness HSBC employees coming and working together to celebrate this festive season with the children of PPR Kota Damansara. They personally packed the gifts, wrote personalised words of encouragement and sang together to light up the Christmas tree, sharing much joy and love as they unlocked the gifts that were then presented to the children.

Over 400 children of PPR Kota Damansara received school supplies to start the new school year. HSBC's hope is that its employees could share the joy of giving, supporting and bringing excitement of these wonderful children going back to school in the New Year with brand new merchandise.

"Despite the constant changes and uncertainty we have seen around the world, our insights show that people are feeling optimistic. That is why we are focussing on opportunities to thrive, which celebrates our people, customers and communities that we work and operate in. As part of HSBC's new global brand promise, "Together We Thrive", we believe that we could band together and achieve something much bigger when we are all

connected as one”, says Malaysia’s Head of Retail Banking and Wealth Management, Tara Latini.

“Greater Together is a unique campaign, it connects with our hearts and minds. It is about encouraging conversations, understanding and connecting with our customers in a fun and exciting way to unlock even greater rewards for each other”, added Tara.

The fully integrated campaign inspires customers to unlock Cash Prizes worth a total of RM1,000,000. On top of the big cash prizes, special Bonus Prizes can be won by HSBC customers every 2 weeks, including mountain bikes, free holiday, electric scooters, private cooking lessons to name a few.

Open to new and existing customers, participants simply have to sign up for one of the selected HSBC products or spend on their HSBC credit/debit card to gain entries. Entries are collated together to unlock progressive cash tiers, starting with RM400,000 and moving up towards the grand prize worth a total of RM1,000,000. Once enough entries have been captured, the prize pool is then distributed amongst the lucky winners. For more details, log onto www.hsbc.com.my/together

Extra entries can also be gained whenever a person vote for their preferred Bonus Prizes or by finding the ‘Greater Together’ truck, a roving vehicle that is moving all over major cities including Klang Valley, Penang, Johor, Ipoh and Melaka, which will provide the participants with double entries for all new sign ups for HSBC Credit Card or HSBC Amanah Personal Financing-i.

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About HSBC Malaysia

HSBC's presence in Malaysia dates back to 1884 when the Hongkong and Shanghai Banking Corporation Limited (a company under the HSBC Group) established its first office in the country, on the island of Penang, with permission to issue currency notes. HSBC Bank Malaysia Berhad was locally incorporated in 1984 and is a wholly-owned subsidiary of The Hongkong and Shanghai Banking Corporation Limited. In 2007, HSBC Bank Malaysia was the first locally incorporated foreign bank to be awarded an Islamic banking subsidiary licence in Malaysia, HSBC Amanah Malaysia Berhad. Today, HSBC in Malaysia has a network of 68 branches nationwide, of which 26 are HSBC

Amanah Malaysia Berhad branches. HSBC Bank Malaysia offers a comprehensive range of banking and financial services including Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Islamic financial solutions. HSBC Bank Malaysia has also led innovation in Malaysia by introducing Malaysia's first ATM and Electronic Touch Banking in the early 1980s. Today, HSBC Bank Malaysia has launched innovative solutions such as HSBCnet for secure banking for businesses, Trade Transaction Tracker and Facial Recognition.

HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 3,800 offices in 66 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,603bn at 30 September 2018, HSBC is one of the world's largest banking and financial services organisations.