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HSBC Launches e-DuitRaya in this Season of Giving

The international bank introduced new cashless payment and transfer features for customers to share and celebrate Raya

Riding on the momentum of being the first international bank in Malaysia to launch DuitNow QR, HSBC Malaysia has just introduced the feature of sending e-DuitRaya for those who are celebrating. Customers can now send their personalized HSBC QR code via any messaging application and have the recipients scan the QR code through their photo gallery to receive the e-DuitRaya in a digital green packet.

“We understand that many of our customers may not be able to meet in person to present their friends and families with gifts or make donation in this season of giving, so we have enhanced our mobile app in time to enable our customers to make free and instant transfers to charities, friends and families with e-DuitRaya,” said **Tara Latini, Head of Wealth and Personal Banking of HSBC Malaysia**.

“Digital is at the top of our priorities because we believe that technology provides us a gateway to better serve our people and customers, especially during this Covid-19 outbreak. With Raya around the corner, we want to further improve the banking experience for our customers with digital,” she added.

With the ever increasing number of mobile users, the international bank recognised the importance for customers to perform more banking activities on their mobile device cannot be overlooked. The Move Money journey has been integrated into HSBC Malaysia mobile app to allow customers perform payments and transfer across different account. More features will be added to the Move Money journey by stages so that customers can do more on the mobile app.

Heather Goh, Head of Digital, Wealth and Personal Banking, HSBC Malaysia said that, “we’re happy to introduce e-DuitRaya for our customers to celebrate this festive season while we practice social distancing and stay safe. Improving upon the strong foundations we have built with our internet and mobile banking, we continue to invest our efforts in delivering a simpler, faster and more seamless banking journey to our customers.”

HSBC Malaysia has reached notable digital milestones. Known for the high level of security in the banking experience it provides to customers, HSBC is constantly adding convenience on top of security. Since 2019, customers were able to login to their HSBC Malaysia mobile app with biometrics and 6-digit pin. The introduction of e-DuitRaya signifies the international bank’s commitment in introducing more digital features.

In conjunction with the launch of e-DuitRaya, HSBC Malaysia is running a DuitNow Raya campaign that rewards one of the top 10 customers with the most number of DuitNow entries to win RM100 Cash Back daily.¹

¹ HSBC DuitNow Duit Raya campaign Terms and Conditions. Campaign is open to all HSBC customers who have registered or will register their DuitNow ID with HSBC and perform DuitNow Eligible Transaction via HSBC/HSBC Amanah Online Banking and HSBC Malaysia Mobile Banking app. Each Eligible Participant is entitled to receive up to RM200 Cash Back. The total Cash Back value to be given out for this Campaign is RM20,000 which is pooled together with HSBC Amanah DuitNow Duit Raya campaign. HSBC Bank is the sole provider for the Cash Back. The Cash Back will be credited to the Eligible Participant’s account within two (2) weeks after the selection of winners at the end of each week throughout the Campaign Period. The terms used herein are as defined in the Campaign Terms & Conditions.

HSBC Bank Malaysia Berhad

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To learn more about the HSBC DuitNow Duit Raya campaign, find out more at <https://www.hsbc.com.my/ways-to-bank/duitnow/>. To learn more about how to make the most with HSBC cashless payment features in this Raya, find out more at <https://www.hsbc.com.my/ways-to-bank/online-banking/giving-with-cashless-payment-during-ramadan/>.

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Note to editors:

HSBC Bank Malaysia Berhad

HSBC's presence in Malaysia dates back to 1884 when the Hongkong and Shanghai Banking Corporation Limited established its first office in the country on the island of Penang, with the 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, founding member of the HSBC Group. In 2007, HSBC Bank Malaysia was the first foreign bank to be awarded an Islamic banking subsidiary licence in Malaysia, namely HSBC Amanah Malaysia Berhad. Today, HSBC Malaysia has a network of 67 branches nationwide, of which 26 are HSBC Amanah Malaysia Berhad branches. HSBC Malaysia offers a comprehensive range of banking and financial services including Islamic financial solutions. HSBC Malaysia has also led innovation in Malaysia by introducing Malaysia's first ATM and Electronic Touch Banking in the early 1980s. Today, HSBC Malaysia has launched innovative solutions such as HSBCnet for secure banking for businesses, Trade Transaction Tracker and Facial Recognition.

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,918bn at 31 March 2020, HSBC is one of the world's largest banking and financial services organisations.

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