

5 June 2020

## **HSBC Helps Local Businesses to Thrive in Adversity**

*The international bank assists small businesses to face operations challenges*

HSBC recognised that Covid-19 has disrupted business across different sectors. As an international bank that has historical ties with Malaysia for more than 150 years, HSBC Malaysia continues to help its customers in various ways.

### **Meaningful Partnership with dahmakan for Meaningful Businesses**

To this end, HSBC has partnered with dahmakan for a campaign named *A Celebration of Giving*. The collaboration was to help small home businesses who have been impacted by the cancellation of Ramadhan bazaars. The bank and the online food delivery company have reached out to small vendors to list their products on the dahmakan platform to kickstart their online presence. All proceeds from the sales of these products will be returned to these small businesses to help them to stay afloat during the Ramadhan month. Customers were able to go on dahmakan to order a wide array of delicacies and support local small businesses at the same time. As a result, many small local businesses have thrived throughout Ramadhan.

A home baker, Nursyafiah binti Ahmad Razali, who benefited from this campaign said, “I started my cookie business with my husband. As an alumni of SM Sains Alam Shah, he wanted to help students in earning extra pocket money for Raya. This year I purchased all my stocks prior to MCO but I was not able to sell my cookies to customers due to MCO. I’m really thankful for this initiative by HSBC Malaysia and dahmakan that enabled me to sell my Raya cookies via alternative channel.”

*A Celebration of Giving* campaign was also extended for Labour Day to support frontliners at Hospital Sg. Buloh where warm meals were delivered to our heroes. HSBC Malaysia and dahmakan exceeded the campaign target of 100 meals and successfully delivered 258 meals.

### **Timely Support for HSBC Fusion Customers**

In this challenging time, several HSBC Fusion customers who are Small and Medium Enterprises (SMEs) have received assistance from the international bank as well. A contest was held last year in conjunction with the launch of HSBC Fusion to reward customers with a series of prizes. RM50,000 was recently awarded to ten customers who won the contest, just in time to support them to overcome this difficult period.

A Fusion customer, Jeevan Rao, who is in the industry of building contract works and second-hand cars said that he was able to use the RM50,000 to ensure that projects continue to run smoothly. “I am so grateful that this extra fund helped me tremendously in facing business challenges such as settling debts and paying worker’s salary.”

Muhamad Amran has been in agriculture, landscaping and construction industry for more than 15 years. With the cash prize awarded to him, he managed to prepare the land for the new crops, purchase fertilizer, seeds and small machinery.

**Tara Latini, Country Head of Wealth and Personal Banking, HSBC Malaysia** says, “the Covid-19 outbreak has affected our customers in their everyday operations and livelihood. We at HSBC Malaysia are always looking for ways to do our part in providing the best possible

## **HSBC Bank Malaysia Berhad**

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assistance that we can. Our initiatives signify our commitment to stand with local communities in good and bad times.”

Find out more about our *A Celebration of Giving* campaign at [www.hsbcamanah.com.my/raya](http://www.hsbcamanah.com.my/raya). Learn how HSBC Fusion can help your SME business at [www.hsbc.com.my/fusion](http://www.hsbc.com.my/fusion).

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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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