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HSBC Malaysia: First Bank to Launch 24/7 Digital Account Opening

Customers can open an HSBC account anytime with 24/7 Self-Service Machine

HSBC Malaysia achieves another milestone as it becomes the first bank in Malaysia to launch a digital account opening journey with 24/7 Self-Service Machine for identification and verification process.

“Our digital features are constantly being improved to empower our customers to pick the best banking experience that fits their lifestyle. As customers’ preference continues to evolve, we continue to enhance our products and services to strengthen our relationship with them” said **Tara Latini, Country Head of Wealth and Personal Banking, HSBC Malaysia**, “The launch of this online account opening service and our recent launch of DuitNow QR are part of our vision of the future of banking – a blended approach where we serve our customers with the best of our digital world and our people.”

This new online account opening service launch is timely with social distancing measures being the new norm in the foreseeable future due to the Covid-19 pandemic. The advantage of this digital journey is that it minimises physical contact, unlike the conventional way of account opening. Customers can also enjoy the simplicity with no paper forms that come with traditional account opening. HSBC introduced this digital journey to enable customers take advantage of a simple and easy process to open a new account from the comfort and safety of their homes, and choose the time that suits their lifestyle to verify their biometrics at the 24/7 Self-Service Machine.

“With customer experience at the heart of everything we do, we completely redesigned the account opening journey to provide a seamless experience that allows our new customers to apply for an account online anytime, anywhere through the HSBC website in just three simple steps,” said **Mily Liang, Head of Customer Value Management, Wealth and Personal Banking, HSBC Malaysia**, “We have introduced Self-Service Machines for identification and verification process to provide our customers the flexibility to complete the account opening journey outside of branch operating hours.”

The 3 simple steps:

Step 1

Go to HSBC Malaysia website and complete an online application form in less than 10 minutes.

Step 2

Visit any HSBC branch or 24/7 Self-Service Machine available at selected branches to complete identification and verification process.

Step 3

Upon successful account opening, customers will be provided with their new account numbers immediately at the branch or displayed on the confirmation screen of Self-Service Machine. Debit card will then be delivered to the customers’ preferred address. Activate debit card and register for online banking to enjoy banking on the go.

HSBC Bank Malaysia Berhad

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HSBC Malaysia customers can take advantage of the digital account opening to open the Everyday Global Account (EGA) – a global all-one-bank account that is ideal for multicurrency convenience so they can buy, save, transfer and spend in 11 major currencies 24/7 in one account for future use. The new digital account opening journey enhances EGA and brings the international bank closer to the vision of becoming a bank in its customers' pocket that serves them 24/7.

Customers who need assistance on account opening may contact our hotline at 1300 88 1388 or they can find out more at www.hsbc.com.my/accounts/digital-account-opening/.

Learn more about:

- i. HSBC Everyday Global Account at: www.hsbc.com.my/ega4
- ii. HSBC Malaysia Digital Banking campaign at: <https://www.hsbc.com.my/ways-to-bank/online-banking/>

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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 on supported mobile phones.

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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