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HSBC Malaysia Scores Two Accolades in Malaysia Technology Excellence Awards 2020

The international bank is recognised for its digital progress

HSBC Malaysia bagged two trophies at the Malaysia Technology Excellence Awards:

1. **Information Management (Banking) award** for its Premier Public Website Content Simplification project, and
2. **Online services (Banking) award** for its Remote Engagement Service project.

The Malaysia Technology Excellence Awards laud exceptional companies who are leading the technological revolution and digital journeys of their respective industries to boost Malaysia's fast-growing economy. With the many new digital features that the international bank has been introducing to its customers, HSBC is recognised to be one of the leading digital banks in Malaysia.

The revamp of its Premier proposition page on the Bank's website allows HSBC Malaysia customers to drop a lead and the international bank will get in touch with them for further service or sign up assistance. This earned HSBC the award in Information Management.

HSBC Malaysia also introduced the Remote Engagement Service that allows customers to interact with the bank without the need to be physically present at the branches. This is an alternate channel to interact with the Bank, supported by Zoom, Live Connect, and Live Sign. As a result of this innovation, relationship managers were able to stay connected to serve customers' banking needs during the Movement Control Order (MCO) period. Customers were also able to practice social distancing without disruptions to their banking services during and after the MCO period.

Commenting on the win, **Tara Latini, Head of Wealth and Personal Banking, HSBC Malaysia** said, "The awards are a testament to our commitment to enhance our digital innovation and features to provide a more convenient and seamless banking experience to our customers, even among challenges brought about by the pandemic. Our vision is to create a safe and convenient 24/7 bank for its customers that can be accessed any-time, anywhere."

"The recognition in our digital initiatives is an endorsement on our customers-centric solutions in our journey of digitising our banking experience," said **Heather Goh, Head of Digital, Wealth and Personal Banking, HSBC Malaysia**, "this win drives us to keep delivering innovative technology to deliver our Bank in the Pocket vision and continuously serve our customers.

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About HSBC Malaysia

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\$2,923bn at 30 June 2020, HSBC is one of the world's largest banking and financial services organisations.

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