

11 December 2020

**HSBC Malaysia Scores in Global Retail Banking Innovation Awards**

*The Digital Banker awarded the international bank  
for Best Frictionless Customer Relationship Management*

HSBC Malaysia won the Global Retail Banking Innovation Awards 2020 by the Digital Banker for Best Frictionless Customer Relationship Management. The Digital Banker recognised HSBC Malaysia's 24/7 Foreign Currency Transfers with Real Time Foreign Currency Conversion as the best from over 400 submissions.

This award winning feature that leverages on the strength of HSBC's global footprint and the ability to build to scale across markets with seamless online channel capabilities, cutting across borders has helped the International Bank in scoring the award.

The Global Retail Banking Innovation Awards honours the world's outstanding retail banking institutions' contribution to the industry. With the digital features that HSBC Malaysia has been introducing to its customers, the international bank is recognised as one of the world's most cutting-edge retail banks, pioneering unrivalled standards and capabilities.

"We aspire to reach out to both local and international customers by overcoming geographical borders and locations from different ends of the world with this digital feature," said **Heather Goh, Head of Digital, Wealth and Personal Banking, HSBC Malaysia**, "This is to appeal and satisfy the increasing needs of our customers who wants to be globally connected and have access to HSBC accounts globally. We want to remove customers' restriction on a fixed transaction schedule by empowering customers to conduct a global transfer 24/7 anytime and anywhere."

Commenting on the win, **Tara Latini, Head of Wealth and Personal Banking, HSBC Malaysia** said, "We are proud that our continuous effort in enhancing our digital innovation for our customers is recognised by The Digital Banker. The award reaffirms HSBC as one of the leading banks with cutting edge digital capabilities in Malaysia. HSBC Malaysia is committed to provide an even more convenient banking experience for our customers via innovative technology. We continue to work towards our vision of becoming the bank in our customers' pocket 24/7."

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**Note to editors:****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

**HSBC Bank Malaysia Berhad****198401015221 (127776-V) 2020**

*(Company No. 127776-V)*

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 \$2,956bn at 30 September 2020, HSBC is one of the world's largest banking and financial services organisations.

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