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HSBC Malaysia provides food aid to the underserved communities impacted by Covid-19

The Bank distributed digital vouchers to help 2950 families facing hardship

HSBC Malaysia through its charity partner MyKasih Foundation donated about MYR300, 000 in the form of digital shopping vouchers to the underserved communities nationwide due to the impact of Covid-19. The donation helped 2950 families in Sabah, Kuala Lumpur and Selangor who received MYR100 worth of vouchers each to purchase essential items from MyKasih's retail partners under the cashless MyKasih 'Love My Neighbourhood' food aid programme over the period of November and December 2020. The one-off aid aims to help buffer the impact of the COVID-19 on the livelihoods of the families of daily wage earners and petty traders who have lost their source of income due to Covid-19.

In June 2020, HSBC Malaysia also provided over 1700 vulnerable families in the rural areas of Kota Belud, Keningau and Ranau in Sabah with food vouchers worth RM200 each in response to an urgent need caused by the pandemic, with the recent contribution HSBC Malaysia's total donation related to COVID-19 via MyKasih reached close to RM650,000.

Stuart Milne, Chief Executive Officer, HSBC Malaysia said "HSBC Malaysia's commitment to supporting Malaysians throughout the Covid-19 pandemic remains a key priority. We recognise the impact of the pandemic on the livelihoods of the underprivileged in the country with many experiencing loss of income and financial challenges. It is my hope that our donation will ease the burden of these families and help them weather the storm during this challenging period."

MyKasih's cashless donation programme has enabled the charity to respond quickly to the urgent needs of the underserved in a safe and efficient manner. The MyKad-based system allows the funds to be approved and activated electronically; hence overcoming travel limitations whilst adhering to social distancing requirements. The system also enables the charity to ensure that the funds are delivered directly to the rightful recipients and only essential items are purchased.

Since the start of the Covid-19 pandemic, HSBC Malaysia has donated more than RM2.5 million to support initiatives related to Covid-19, including the RM1 million donation to MERCY Malaysia to support its Covid-19 Strategic Preparedness and Response Plan through The Association of Banks Malaysia (ABM). Other initiatives HSBC Malaysia has contributed include the following:

1. In May 2020, HSBC Malaysia through its 'Employee Matching Funds' programme donated a total of RM238,000 to three local charities; PERTIWI Soup Kitchen, Yayasan Chow Kit and The Lost Food Project to provide food security to vulnerable individuals and families.

HSBC Bank Malaysia Berhad

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2. HSBC Malaysia contributed RM137,000 to the Development of Human Resources for Rural Areas (DHRRA) to aid the needy, including the Orang Asli community and people with disabilities by providing them with daily necessities including food and medicines.
3. HSBC in partnership with MyKasih Foundation provided opportunities for single mothers from the Orang Asli community to earn an income by purchasing 1,600 Personal Protective Equipment (PPE) sewn by the group and donated to the frontliners in Hospital Klang.
4. HSBC Malaysia also channelled RM600,00 to the Malaysia Youth Council (MBM) to launch PROKENS Employability Skills Training programme to develop and refine employability and financial skills of Malaysian youth. The initiative will benefit 300 youths from low income groups, which supports the Government's Covid-19 recovery initiatives to help the young build a marketable career and increase chances to secure employment.

"The Covid-19 pandemic is testing us in ways we could never have anticipated. On top of the health risks, its secondary impact such as hunger and unemployment have hit vulnerable communities harder than the disease itself. As we navigate these unprecedented times, we hope our efforts can make a significant difference to the impacted communities in Malaysia, now and in the future," added **Stuart Milne**.

In addition to these initiatives, HSBC Malaysia has also provided various relief packages to its customers including targeted assistance to those who need additional support following the 6-month automatic deferment, and relief options to customers who are most affected until 30 June 2021. Read more on our targeted assistance for our customers [here](#).

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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 Bank Malaysia has a network of 67 branches nationwide, of which 26 are HSBC Amanah Malaysia Berhad branches. HSBC Bank Malaysia offers a comprehensive range of banking and financial services including Islamic financial solutions. HSBC Bank Malaysia has also led innovation in Malaysia by introducing Malaysia's first ATM and Electronic Touch Banking in the early 1980s. Today, HSBC Bank 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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