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HSBC Malaysia's Digital Innovation recognised by The Asset Triple A Digital Awards

The Bank wins 3 accolades including the coveted "Digital Bank of the year"

HSBC Malaysia scored multiple awards at The Asset Triple A Digital Awards 2021 including the "Digital Bank of the Year" award, a recognition of the banks continuous digital transformation efforts for its customers especially during a year impacted by the Covid-19 pandemic.

The Asset Triple A awards are industry excellence recognition presented annually to recognise financial institutions and technology firms that have excelled in innovation and developing a unique digital experience for customers across Asia-Pacific and the Middle East.

HSBC Malaysia was awarded the 'Digital Bank of the Year' for embracing digitalisation and understanding the needs of its customers. HSBC Malaysia revamped its traditional service delivery models, developed fully digitalised programs and solutions. In providing seamless banking experience and tailored solutions for customers, HSBC Malaysia accelerated the delivery of DuitNow QR contactless payments for one of Malaysia's largest hospitals during the pandemic, delivered simple "one-stop" collections solutions for several customers through the Omni Channel platform, increasing operational and financial efficiencies and more.

Commenting on the Digital Bank of the Year win, **Stuart Milne, Chief Executive Officer, HSBC Malaysia** said, "In line with our aspiration to build "a bank fit for the future", we have invested a significant amount of effort in our digital and infrastructure rollouts. Therefore, this is truly a proud moment for all of us at HSBC Malaysia to be recognised for championing digital transformation and furthering the Group's Digital strategy in Malaysia. This award is a reflection of our focus and desire to be a digital-first bank – by offering a blended service with face-to-face support for customers when they need it. Winning the title for the first time reflects the strength of our strategy and the confidence our customers place in HSBC and we will remain dedicated to delivering on this trust. We are committed to capitalise on innovation and invest in the simplification of our processes and the digitisation of our solutions to benefit our customers."

Against the backdrop of the pandemic, HSBC Malaysia was quick to introduce digital and innovative features that enabled customers to easily adapt to change and enjoy a seamless retail online banking and digital payment experience. In addition to being recognised as the leading digital bank, HSBC Malaysia has also received two awards for its breakthroughs in retail banking, namely:

- **Best Retail Online Banking Experience**
HSBC Malaysia received this award for its innovative banking and services provided to customers, which includes 24/7 account opening, payments and transfers, as well as strengthened layers of security for accounts and transactions.
- **Best Retail Digital Payments Experience**
The Bank's award winning suite of flexible payment channels empower customers to make international and domestic transfers and payments anytime, anywhere. Leveraging on HSBC's global footprint, the Global View Global Transfer feature allows HSBC customers to easily link their other HSBC accounts across multiple countries or territories within a single

HSBC Bank Malaysia Berhad

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Registered Office and Head Office: 2 Leboh Ampang, 50100 Kuala Lumpur, Malaysia. Web: www.hsbc.com.my

online banking platform. In addition, the Global Transfer Friends and Family feature allows Premier and Advance customers to make 24/7 fee free transfers to friends and family with HSBC accounts globally and instantly.

Reflecting on the achievements in retail banking, **Stuart Milne** said, “For individual customers, the digital focus in 2020 has been on providing a convenient and seamless banking experience via our online banking and HSBC Malaysia mobile app. Our investment on innovation focuses on ensuring that the bank is accessible anytime, anywhere to our individual customers through our Always 24/7 digital services. The success in winning these two awards reaffirms our commitment to become the bank in our customer’s pocket, while improving the safety and experience of banking for our customers.”

“The constant desire to find better solutions and to capitalise on innovation and technology, has put us in the lead to drive value for our customers. While we move at pace to simplify our processes and digitalise our solutions to create value for our customers, we will continue to co-create with them on their digital transformation journey so that we can succeed together,” concluded **Stuart Milne**.

For more than 130 years, HSBC has played an important role in supporting companies in Malaysia; connecting them to business opportunities and enabling them to thrive in the domestic market as well as the wider ASEAN region and beyond. The Bank’s technology strategy is about creating great customer experience, partnering with innovative organisations, driving speed, scale and redefine banking. HSBC’s vision is to become a bank that brings the full benefits of technology to its customers, investors, and employees.

HSBC Malaysia was also recently awarded the ‘Market Leader for Trade Finance in Malaysia’ and the ‘Best Service for Trade Finance in Malaysia’ by Euromoney Magazine. HSBC Malaysia also won the Asset Triple A ‘Best Payments and Collections Solution’ Award and ‘Best Cash Management Service Provider’ Award for Malaysia. Globally, HSBC was also recognised by Euromoney as the World’s Best Bank for Transaction Services. These achievements are indeed a testament to HSBC leading the way in financial technology and digital innovation.

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Media enquiries to:

Marlene Kaur	+603 2075 3351	marlenekaur@hsbc.com.my
Joanne Wong	+603 2075 6169	joanne.p.m.wong@hsbc.com.my
Michael Lim	+603 2075 3595	michael.lim@hsbc.com.my

About 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.

About 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\$2,984bn at 31 December 2020, HSBC is one of the world's largest banking and financial services organisations.

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