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EZInvest: HSBC Malaysia Introduce the First Online Investment Platform on its Mobile App

HSBC customers can subscribe and redeem selected Unit Trust Funds on HSBC Malaysia Mobile App

HSBC Malaysia has launched EZInvest, a new unit trust investment platform on its Mobile app to provide customers 24/7 access to their investment portfolio. With EZInvest, customers can simply log on to the HSBC Mobile app and start transacting a selected list of unit trusts at their fingertips. HSBC Amanah customers can also take advantage of the range of shariah-compliant funds available on EZInvest. This is HSBC Malaysia's first digital initiative that offers a simple, flexible, and affordable unit trust investment solution exclusively through the mobile app.

EZInvest highlights the Bank's commitment to be the leading wealth management bank in Asia and it is available to all HSBC Malaysia customers with an HSBC/ HSBC Amanah Unit Trust Investment Account. HSBC Malaysia customers who are new to investing can open an investment account in less than 24 hours simply by going to the nearest branch or by dialing 1300 88 1388. The accessibility of EZInvest makes investing easy for everyone.

The EZInvest can help you to:

Invest at your fingertips

- Customers will have access to an easy feature to embark on their investment journey anywhere, anytime
- EZInvest enables customers to explore a selection of unit trust funds that spreads across different asset classes for better diversification

Get global access with your security as a priority

- A selection of funds with different risk levels that are well diversified across the Asian and global regions
- With multi-layer log on security verification methods, customers' financial information is protected by a combination of biometric verification, unique username and password, or a one-time security code generated by Mobile Secure Key

HSBC Bank Malaysia Berhad

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(Company No. 127776-V)

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Grow wealth in a flexible way

- Flexible investment options for customers to set up monthly investment plan or lump sum investment
- Daily updated view of the performance of portfolio with a quick shortcut to purchase more or sell funds

Competitive initial charges

- Customers can enjoy lower fees compare to similar services provided by other banking platforms, as well as an introductory offer of a flat rate when purchased on EZInvest

“EZInvest is a testament to our commitment to make wealth management a more seamless and convenient experience for our customers. This is part of our ongoing effort and investment in digital wealth. This is a significant milestone for us as EZInvest will be the first investment feature on our Mobile app, enabling customers to go beyond payments and transfers,” said **Jon Chivers, Head of Wealth, Wealth and Personal Banking, HSBC Malaysia.**

Heather Goh, Head of Customer Propositions and Marketing, Wealth and Personal Banking, HSBC Malaysia, said “At HSBC, we continue to introduce more digital innovation to give our customers a more convenient and robust banking experience. With the introduction of EZInvest that allows customers to purchase unit trust funds right from their HSBC Malaysia Mobile App anytime & anywhere, we are making progress in the right direction in being the bank in every customer’s pocket.”

EZInvest is available to both HSBC and HSBC Amanah customers. Learn more about EZinvest at:

1. www.hsbc.com.my/ezinvest/
2. www.hsbcamanah.com.my/ezinvest/

ends/more

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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 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 \$2,959bn at 31 March 2021, HSBC is one of the world's largest banking and financial services organisations.

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