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HSBC Malaysia continues to help SME customers build financial resilience through digital innovation

As the economy gradually reopens and businesses start their journey of recovery, HSBC Malaysia (comprising both HSBC Bank Malaysia Berhad and HSBC Amanah Malaysia Berhad) reaffirms its unwavering support and continued commitment to assist small and medium enterprises (SMEs) that continue to require assistance.

As an international bank that has historical ties with Malaysia for more than 150 years, HSBC Malaysia continues to offer its customers financial assistance that includes moratoriums and targeted repayment assistance to help meet their changing financial needs.

Andrew Sill, Country Head of Commercial Banking, HSBC Malaysia said: “When the pandemic first hit, HSBC Malaysia was the first bank in Malaysia to go above and beyond in our support of our customers by offering non compounded interest/profit during the moratorium period. Since then, we have consistently reached out to our customers to offer them support and assistance. From April 2020-September 2021, our financial assistance programmes have helped over 1,000 businesses which equate to more than RM2.8 billion of repayment assistance to SMEs.”

Above and beyond the financial assistance programmes, HSBC Malaysia’s approach has been about helping customers build financial resilience rather than financial reliance. This has helped our customers recover more quickly to enable them to build a sustainable future for our economy.

Andrew added, “We remain steadfast in helping our customers rebuild their business finances by remaining close to them, understanding their needs, and using our balance sheets to support them during their time of need. In fact, we have granted in total RM4.66 billion of working capital facilities and CAPEX facilities to assist and spur SMEs to both sustain and grow in these trying times since April 2020.”

Digital innovation is key

The COVID-19 pandemic has also accelerated the change to a more digital way of working at all levels of the economy, and HSBC Malaysia continues to encourage SMEs to embrace digitisation and technology innovation in their operations to ensure they remain relevant.

Andrew shared: “The pandemic has intensified the need for businesses of all sizes to incorporate innovative digital solutions and strategies into their daily operations. In fact, 100% of new-to-bank SMEs are supported by digital solutions while our penetration rates for existing-to-bank customers supported by digital solutions are now at 92% compared to 78% pre-covid. We have also developed a range of digital and analytical solutions to simplify our customer’s banking experience and this has helped our customers continue their business, and even to grow, despite lockdowns and travel restrictions.”

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

The Bank has also invested substantially in the simplification of its processes and the digitisation of its solutions to benefit customers so they are able to bank smarter and gain operational and financial efficiencies to become faster, simpler, and more connected than ever in their digital transformation journey. Some of the new digital lending solutions/initiatives launched to support SMEs include:

- **Criteria Based Lending (CBL)**, a simplified application process and product specifically designed for SME's to have a lump sum of cash as working capital that is repaid via instalments over a 5 year period
- **Smart FEX Line** a key product designed to assist SMEs to forward hedge currencies and lock in profits especially during this challenging period. With SME's in mind, this product requires no collateral nor personal guarantee(s) from the director(s)
- **Receivables Financing Express (RFE)** helps unlock cashflow using client's trade receivables. This is a tangible collateral free financing option for clients

Beyond the innovative tools and solutions offered, HSBC Malaysia also entered into a [MoU with Malaysia Digital Economy Corporation \(MDEC\)](#) – this first of its kind MoU focused on enhancing the adoption of technology among SMEs and corporates in Malaysia. HSBC Malaysia has also organised several webinars for SMEs including [HSBC Illuminate](#), the first-of-its-kind digital learning series organised in collaboration with MDEC and corporate innovation accelerator RISE. More than 600 Malaysian business representatives attended this series focused on technology essential to thriving in the current challenging environment featuring more than 30 leading technology and corporate experts and thought leaders.

SMEs who are keen to know more about HSBC Malaysia's assistance programmes and digital solutions can visit the banks website www.hsbc.com.my

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Media enquiries to:

Joanne Wong +603 2075 6169 joanne.p.m.wong@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. 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 \$2,976bn at 30 June 2021, HSBC is one of the world's largest banking and financial services organisations.

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