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## HSBC LAUNCHES INVESTMENT ACCOUNT OPENING SERVICE ON ITS MOBILE BANKING APPLICATION

*\*The first Bank in Malaysia to offer bond/Sukuk investment account opening via mobile app*

HSBC has launched its Investment Account Opening service on the HSBC Malaysia mobile banking app, **allowing HSBC Premier customers to open investment accounts with the bank from the convenience of their mobile phones –anytime and anywhere, hassle- free.**

The service is embedded within the **Wealth tab** in the **HSBC Malaysia mobile banking app**. With the mobile Investment Account Opening service, HSBC Premier customers can easily open unit trusts, bonds, and Sukuk accounts with the Bank—all at one go. **HSBC is also the first bank in Malaysia to offer customers the option to open bond/Sukuk investment accounts via the HSBC mobile banking app.**

To further transact in bonds/Sukuk (trading/buying/selling activities), HSBC Premier customers would still need the assistance of their relationship managers, either face to face or via Remote Engagement Service, which is an alternate channel for customers to interact with HSBC without the need to be physically present at the branches, and which is supported by Zoom and Live Sign.

HSBC first introduced the web browser version of the Investment Account Opening service in May 2022, through HSBC online banking. To complement the service, HSBC has also introduced a suite of digital wealth services which includes **EZInvest on mobile** and **Unit Trust Browser**, which are platforms that allow customers to invest and diversify unit trust investments. Customers can also easily move money into their wealth accounts using these digital platforms, and can also monitor the performance of their unit trusts, structured investments, bonds/Sukuk and dual currency investments with HSBC via the **Wealth dashboard** on the HSBC Malaysia Mobile Banking app.

**Linda Yip, Country Head of Wealth and Personal Banking, HSBC Malaysia said: “Digitalisation is a key part of our wealth business, as we continue to put customer convenience at the forefront, and the launch of the digital Investment Account Opening Service is a testament to this.**

“As our customers build their wealth portfolios both in Malaysia and across the globe, we will **capitalise on the strength of HSBC’s international network** to play an



integral part in their journey, by providing our customers access to our market leading products and services. **Our wealth solutions are broad with a comprehensive shelf of unit trusts, bonds/sukuk, structured investments, dual currency investments, foreign currencies and insurance. We use a hybrid model of relationship managers and wealth specialists, supported by digital wealth capabilities to serve our customers holistically.**

“This is part and parcel of our ambition to be the leading wealth manager in the country, and in line with our commitment to meet our customers’ needs in managing their wealth, retirement and legacy planning,” said Yip.

**To accelerate the growth of its wealth business in Asia and drive its ambition to become the leading wealth bank in the region, HSBC announced plans in 2021 to invest over USD3.5 billion over a five-year period. HSBC Malaysia has an aspiration to double its Assets Under Management (AUM) by 2025 (from the 2020 AUM position) with a specific focus on areas such as unit trusts and structured investments while also accelerating its mobile wealth and digital capabilities.**

In Malaysia, HSBC is the **only international bank with the widest international network, through its presence in 62 countries and territories, allowing the Bank to serve the wealth and personal banking needs of its customers no matter where they are.** Among HSBC’s core competencies is its ability to offer customers international solutions to grow their wealth, which includes access to financial products and solutions available in major international wealth hubs, such as Hong Kong and Singapore.

**HSBC was recently named the “Best International Bank in Malaysia” at the Asiamoney Best Bank Awards 2023.**

To find out more about the Investment Account Opening service and how HSBC can help you with your international wealth needs, please visit <https://www.hsbc.com.my/iao> or <https://www.hsbcamanah.com.my/iao>.

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***Note to editors:***

**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 license in Malaysia, namely HSBC Amanah Malaysia Berhad. 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.

### **HSBC Holdings plc**

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 62 countries and territories. With assets of US\$3,041bn at 30 June 2023, HSBC is one of the world's largest banking and financial services organisations.