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AFFLUENT MALAYSIANS ARE ONE OF THE MOST FINANCIALLY INVESTED AND ARE LOOKING TO PUT EVEN MORE CASH TO WORK, HSBC INVESTOR SNAPSHOT FINDS

- *Affluent Malaysians rank among the most invested compared and are looking to put in more than half (52%) of their current cash holdings into investments in the next 12 months.*
- *Aside from cash, unit trusts, stocks, fixed deposits, and bonds are the top four savings and investment products that affluent investors currently hold. For future investments, they are looking at Exchange Traded Funds (ETFs), commodities, annuities, and Real Estate Investment Trusts (REITs).*
- *Affluent Malaysians hold an average of 5 products and asset classes in their investment portfolio, higher than the global average.*
- *47% of affluent Malaysians plan to invest more in other markets, higher than the global average of 41%.*
- *Affluent Malaysians are very engaged in their investment portfolios, judging by the frequency that they monitor their investments which is at 9 times per month; one of the highest among the markets surveyed.*

HSBC's new **Affluent Investor Snapshot 2024**, which surveys investing habits amongst affluent investors in 11 markets reveals that **affluent investors (individuals with investable assets ranging from USD100,000 to USD2 million)** in Malaysia are one of the most invested in financial products.

The survey found that **cash makes up only 27% of the portfolio of affluent investors in Malaysia. This is similar to Singapore, but lower** compared with other markets surveyed including UK (37%), Hong Kong (33%) and Taiwan (33%). Furthermore, **affluent investors in Malaysia are planning to put more of their cash to work, with the Snapshot showing that those who intend to rebalance their portfolios within the next year will invest more than half (52%) of their current cash holdings.**

In terms of savings and investment products, the survey shows that **unit trusts (58%), stocks (54%) fixed deposits (52%) and bonds (31%) were the most popular instruments held by affluent investors in Malaysia.** For future savings and investment purposes, these investors say that they are considering products such as **Exchange Traded Funds (ETFs), commodities, annuities, and REITs.**



On investment themes, the Snapshot found that the top three among affluent investors in Malaysia are: **E-commerce and digital payments; renewable energy and clean technologies; and artificial intelligence and automation.** Affluent investors in Malaysia are also advocates of financial portfolio diversification, as they hold an average **of 5 products and asset classes in their portfolio, which is higher than the global average of 4 products and asset classes.**

They are also keen on geographical diversification, **with almost one in two (47%) saying that they have plans to invest more in other markets, which is higher than the global average of 41%.** The top investment destinations that they are looking at are **Singapore, mainland China and the US.**

The survey also found a high level of engagement from affluent investors in Malaysia when it comes to their investments—as they monitor their investments at an average of **9 times per month, higher than UK (6 times per month) and mainland China (5 times per month), but lower than the UAE (10 times per month).**

7 out of 10 of affluent investors in Malaysia cite banks, insurance companies and financial advisors as their top source of wealth management guidance.

Commenting on the survey findings, **Linda Yip, Country Head of Wealth and Personal Banking, HSBC Malaysia** said: “HSBC’s Affluent Investor Snapshot provides a temperature check of the investment behaviours and trends of affluent individuals across 11 markets. Based on **the survey findings of Malaysia, affluent investors are strengthening their portfolios by adopting an asset diversification strategy and by putting more cash to work**

“We view this as an encouraging trend as **these investors look to build resilient financial portfolios and this is where HSBC can help,** with our **holistic wealth managements tools** such as Wealth Dashboard/Wealth on Mobile, and our **bespoke financial solutions catered to our HSBC Premier customers.** Malaysia is a **fast-growing wealth hub,** and we are looking to build on this narrative further as our customers strengthen their financial portfolios and accumulate their wealth.”

The Affluent Investor Snapshot 2024 is a Global Quality of Life special report by HSBC. Its insights are based on data gathered from 11,230 individual investors across 11 markets, namely Hong Kong, India, Indonesia, mainland China, Malaysia, Mexico, Singapore, Taiwan, UAE, UK and the US.



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About the Affluent Investor Snapshot

The Affluent Investor Snapshot 2024, a Global Quality of Life special report by HSBC, delves into the investment portfolios, behaviours, and priorities of affluent individuals worldwide. Conducted in March 2024 through an online survey across 11 markets, this research captures insights from 11,230 affluent investors aged 25 to 69, each possessing investable assets ranging from USD 100,000 to USD 2 million. Information provided in this press release are based on the Snapshot findings and does not serve as an investment advice or recommendation.

HSBC launched the inaugural edition of the Quality of Life Report in 2023 to explore the concept of a good Quality of Life across different generations of affluent individuals and investigate the relationship between physical and mental wellness, and financial fitness. The research sheds light on life objectives, the role of financial planning and preparedness, and the evolving nature of retirement. The forthcoming Quality of Life Report 2024 continues to expand upon these themes into several new areas, including investment attitude, wealth management behaviour, portfolio diversification, international education needs and legacy planning. The study was conducted by Intuit Research.

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\$3,001bn at 31 March 2024, HSBC is one of the world's largest banking and financial services organisations.