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HSBC MALAYSIA EXPANDS WEALTH GROWTH AMBITION WITH NEW WEALTH CENTRE AT JOHOR BAHRU FOR PREMIER ELITE CUSTOMERS

HSBC Malaysia today announced the opening of its new Wealth Centre in Johor Bahru, reinforcing the Bank's commitment to expand its wealth and affluent banking capabilities across the country. The new Wealth Centre is designed to cater to the state's growing affluent population. This milestone underscores HSBC Malaysia's strategic ambition to accelerate growth in affluent and high net worth segments while deepening its presence in key cross-border growth corridors.

Johor serves as an ideal location for HSBC's wealth centre, given its **proximity to international financial centre Singapore, and further propelled by investments pouring in from the Johor-Singapore Special Economic Zone**. Johor's diversification beyond manufacturing into data centres, digital infrastructure and advanced manufacturing have also contributed to its growing wealth trajectory.

Located at HSBC's Jalan Bukit Timbalan branch, the new Wealth Centre is designed to cater to the growing needs of Premier Elite¹ clients. The exclusive, appointment-only centre provides bespoke in-person wealth management solutions tailored to wealth accumulation, protection and legacy planning.

The opening of the wealth centre was officiated by **YB Tuan Lee Ting Han, Chairman, Johor State Investment, Trade, Consumer Affairs and Human Resources Committee** and witnessed by **Dato' Omar Siddiq, CEO of HSBC Bank Malaysia**, and **Linda Yip, Country Head of International Wealth and Premier Banking, HSBC Bank Malaysia**.

During his keynote YB Lee said "The positive spillover effect from the rapid growth in Johor's economy is to be channelled towards the prosperity of its people, via the creation of new job opportunities and an increase in household income. The pursuit of higher growth, coupled with a stronger ringgit are elevating living standards, bringing the achievement of higher-income status closer to fruition. The pivotal role of the financial sector is paramount in this trajectory, while international connectivity is key to further spur the growth of investments. Today, I am glad to see international banks such as HSBC expanding their presence in Johor."

Commenting on the significance of the new Wealth Centre, HSBC's Yip said, "We are proud to celebrate the opening of our new Wealth Centre in Johor Bahru, an important milestone that underscores our long-term commitment to expanding our wealth management franchise across Malaysia. This investment reflects our confidence in the growth potential of the state of Johor and the increasing need for sophisticated wealth solutions among our growing Premier Elite clients.

"Last year, Johor emerged as the fastest growing state in Malaysia with a growth of 6.4% surpassing the national growth rate of 5.1%² and this positive momentum is expected to continue with investments pouring into the Johor-Singapore Special Economic Zone. More entrepreneurs, professionals and business owners are building their families, businesses and financial portfolios here. This growth has created a vibrant wealth diaspora, making Johor an increasingly important hub for investments and wealth preservation.

¹ Premier Elite is available to selected holders of an HSBC/HSBC Amanah Premier Account/-i who have maintained, at all times, a Total Relationship Balance* of at least RM3 million with HSBC.

² Department of Statistics Malaysia



“HSBC’s roots in Johor started in 1960 with the opening of the Bukit Timbalan branch, and today the Bank is expanding its presence in the state with our wealth centre **which not only signifies Johor’s growing wealth narrative but also reinforces Malaysia’s position as a growing wealth hub in the region,**” said Yip.

2025 has been a pivotal year for HSBC in the affluent banking and wealth management space. In August this year, HSBC launched the all-new HSBC Premier in Malaysia, with a focus on four pillars, Wealth, Health, Travel and International, to meet the evolving demands of the affluent and high net worth segment in Malaysia.

“For the Wealth pillar, we wanted to bring the best in wealth offerings to our customers, from personalised and curated portfolios to a comprehensive suite of exclusive wealth, protection and legacy planning solutions. Our wealth centres are designed to provide an exclusive environment where our Premier Elite customers can engage with senior relationship managers and wealth specialists and gain valuable regional and global market insights. **With Malaysia’s fast expanding affluent segment, the demand for bespoke wealth products and solutions is here to stay,** and we look forward to being a trusted partner to our customers,” said Yip.

Also marking their presence in Johor are HSBC’s lions, Stephen and Stitt. The positioning of the iconic duo, which are known to guard HSBC offices across the globe is strategically placed at the Bukit Timbalan branch, facing the prosperous Straits of Johor, signifying the international flow of wealth, and serving as tangible symbols of HSBC’s international capabilities, and the Bank’s commitment towards customers around the globe.

The Johor Bahru wealth centre will also house the latest art installation by renowned Malaysian artist Red Hong Yi. Aptly titled “Tides”, the artwork intricately assembles 12,960 gold 50-sen coins that are inked and placed with precision to form the rising motion of ocean waves, signifying the flow of wealth, ambition and legacy across generations.

The opening of HSBC’s wealth centre in Johor amplifies the Bank’s growing ambition to be the leading international bank and wealth manager in the country. Earlier this year, HSBC opened its flagship wealth centre at the Tun Razak Exchange financial centre.

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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.