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HSBC MALAYSIA REDEFINES AFFLUENT BANKING EXPERIENCE WITH ALL-NEW PREMIER CENTRE IN PETALING JAYA

HSBC Malaysia today announced the opening of its all-new Premier centre in Petaling Jaya, reinforcing the Bank's commitment to expand its affluent banking and wealth management capabilities across the country. The centre is designed to elevate the affluent banking experience for HSBC Premier customers by providing personalised wealth and banking solutions tailored to wealth accumulation, protection, and legacy planning.

Located on the ground floor of HSBC's Petaling Jaya branch, the Premier Centre is equipped with private rooms as well as a family room, prioritising comfort, privacy, and personalised services for customers. With the opening of the Centre, HSBC aims to bring the best of its **Premier services** to its customers, encompassing four pillars namely **Wealth, Health, Travel and International**. Through HSBC's core competencies of **Wealth and International** services, customers can gain access to diverse investment solutions across Unit Trusts, Bonds/Sukuk, Structured Products and Insurance/Takaful protection plans, as well as holistic legacy and protection solutions, and they can also experience unrivalled international banking services via worldwide Premier recognition for themselves and their family. Also forming a vital part of the Premier proposition are the **Health and Travel** pillars which offer Premier customers solutions that go beyond banking. Via the Health pillar, Premier customers can enjoy exclusive discounts on preventive healthcare, recovery and wellness services, while the Travel pillar offers enhanced benefits on Premier cards such as accelerated rewards points and miles accumulation for their spend.

The opening of the Premier centre was officiated by **YB Tuan Lee Chean Chung, Member of Parliament for Petaling Jaya** 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 speech YB Lee said "Wealth and prosperity growth has always been synonymous with Selangor, as the state continues to be a main contributor to the national economy with a GDP growth of 6.3% ¹recorded in 2024. This positive trajectory has trickled down to residents of Selangor including those in Petaling Jaya, which has consistently been the leading growth centre for the state.

"Petaling Jaya is unique, as it is an amalgamation of the old and new economy. It is here that we have the most traditional businesses operating, some even for more than half a century, and they synergise with the modern business and skyscrapers that exist in the city today. It is this perfect blend of a traditional and modern ecosystem that has enabled Petaling Jaya to thrive.

"Today, I am glad to see international banks like HSBC continue to invest and expand their operations in the city. This is a testament to Petaling Jaya's economic progress and the growing wealth trajectory of its residents."

Commenting on the significance of the new Premier Centre, HSBC's Yip said, "Our Premier proposition offers solutions that go beyond banking, encompassing health and travel privileges and our core competencies in wealth products and international banking. Today, we aim to redefine the affluent banking experience for our Premier customers with the launch of our Petaling Jaya Premier centre by providing a private and exclusive environment for them to consult with HSBC's experienced Relationship Managers, as well as access to personalised wealth and banking solutions to grow, manage and protect their wealth.

¹ Department of Statistics Malaysia



"Petaling Jaya is a perfect fit for our Premier Centre, as we have a longstanding presence here of over half a century. Many of our Premier customers have been with us for many years, with relationships transcending across three generations, and via our Premier Centre we intend to further elevate our legacy planning proposition for our customers via products and plans that will help them protect their hard-earned wealth and secure a financial future for their loved ones. Our mission is to not just be a bank to our customers, but a partner for the important milestones in their lives, putting their needs at the heart of everything that we do."

HSBC started the new year by offering exclusive preferential rates and Apple devices in its latest offers for new and existing HSBC Premier customers. New-to-Bank HSBC Premier customers can enjoy up to 4.38% p.a. on Time/Term Deposit/-i for 6 months. As for new and existing customers, they can enjoy higher returns of up to 10.88% p.a. on Time/Term Deposit/-i bundled with investment or insurance, for a period of 3 months. All HSBC Premier customers stand to receive up to 2 Apple devices (on a first-come-first-served basis) when they choose to invest and insure. Full terms and conditions apply. For more information on these offers, visit <https://sp.hsbc.com.my/megapr>

With the Chinese New Year festivities around the corner, the Bank is offering its HSBC Premier customers a Prosperity Rice pack, filled with fully imported premium Basmati rice, symbolising abundance and nourishment. The Rice Pack is available to Premier customers who walk into any HSBC branch, or when they make a portfolio review with their Relationship Managers (on a first come-first served basis).

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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.