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HSBC STRENGTHENS INVESTMENT IN MALAYSIA WITH OPENING OF THIRD ALL-NEW PREMIER CENTRE IN SUBANG JAYA

HSBC Malaysia has opened an all-new Premier Centre located at its Subang Jaya branch in the bustling Taipan Business Centre. This marks HSBC's third all-new Premier centre, following the opening of its Petaling Jaya and Puchong Premier Centres earlier this year.

The centre is designed to provide personalised wealth and banking solutions tailored to HSBC Premier customers, encompassing wealth accumulation, protection, and legacy planning.

HSBC Malaysia Chief Executive Officer Dato' Omar Siddiq said the bank is on a mission to strengthen its leadership in Malaysia's affluent banking segment by focusing on prime economic locations with strong demand for international banking and wealth management.

"HSBC has been part of Subang Jaya since 2005, and we have seen it evolve from a well-regarded residential address into a more connected, dynamic and self-sustaining township. Today, Subang Jaya is being reshaped by a strong mix of corporate anchors, a world-class education ecosystem and ongoing urban regeneration — creating new centres of activity, stronger connectivity and a fertile environment for wealth creation and premium investment opportunities well beyond its traditional role as a suburb. Our continued investment in the Subang Jaya branch reflects our confidence in this evolution, our belief in Malaysia's growth story, and our commitment to supporting both existing and new customers as their needs grow and change," said Dato' Omar.

HSBC Malaysia Country Head of International Wealth and Premier Banking Linda Yip said: "We're seeing strong demand for more personalised banking services, and this Premier Centre is built to deliver that — with the right people, tools and environment to support our clients. As our clients' needs become more complex, the centre is designed to make it easier for them to access integrated solutions for investments, protection and legacy planning, all in one place.

"Through our longstanding presence in Malaysia, we've built deep relationships with many clients here, some spanning generations, and we remain committed to growing our presence here. We've been with our customers as they buy their first homes, grow their businesses and support their children's education, and we want to continue being their trusted financial partner at every milestone — helping them grow, preserve and pass on their wealth with confidence."

Located on the ground floor of HSBC's Subang Jaya branch, the Premier Centre is equipped with private rooms prioritising comfort, privacy, and personalised services for customers. With the opening of the Centre, HSBC aims to bring to life its Premier proposition, 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 families¹. 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 of up to 30% on preventive healthcare, recovery and wellness services, while the Travel pillar is where international banking aligns with premium travel rewards. Via HSBC

¹ Premier Family is applicable to primary Premier customers in Malaysia who maintain a Total Relationship Balance of at least RM300,000. Premier Family extension to the child will expire on their 30th birthday. Thereafter, the child would need to meet Premier eligibility on their own to continue to enjoy Premier privileges.



Premier cards, customers can enjoy enhanced benefits such as accelerated rewards points for their spend, complimentary travel insurance, complimentary lounge access and much more.

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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.