

19 January 2010

## **HSBC OFFERS FIRST INTERNATIONAL ISLAMIC PERSONAL BANKING SERVICE**

News Release

HSBC Amanah Malaysia Berhad today launched HSBC Amanah Premier to provide the world's first globally linked-up Islamic banking service aimed at internationally mobile and affluent consumers in Malaysia.

HSBC Amanah Premier is a cross-border Islamic banking service offering customers access to HSBC Premier with Shariah compliant banking and wealth management products.

Mr Mukhtar Hussain, Chairman, HSBC Amanah Malaysia (also Deputy Chairman and Chief Executive Officer of HSBC Bank Malaysia and Global CEO of HSBC Amanah) said: "HSBC's conventional Premier proposition has already attracted over 3.1 million customers around the world since its inception in 2007. In view of the increasing mobility and growing number of affluent Muslim population in Malaysia, we believe this is the right time to introduce a Shariah compliant Premier service to support the evolving lifestyle of customers with a preference for Islamic banking.

With HSBC Amanah Premier, customers are able to open overseas accounts within HSBC group's network from Malaysia, with the transfer of credit history. They can also view and manage all their international accounts on one 'Global View' through HSBC Amanah's internet banking, and make free fund transfers between their own accounts.

According to Mr Musa Abdul Malek, Executive Director and Chief Executive Officer of HSBC Amanah Malaysia: "By leveraging on HSBC's extensive footprints and international expertise, HSBC Amanah Premier gives our Islamic banking customers in Malaysia peace of mind by assisting them with their financial management even when they travel overseas or move abroad."

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## **HSBC offers first international Islamic personal banking service/2**

With an HSBC Amanah Premier account, customers visiting any of the 40 markets where HSBC operates will be recognised as an HSBC Amanah Premier customer and given priority assistance and worldwide emergency support such as emergency cash advance, next day credit card replacement and expert local advice. The international banking benefits that HSBC Amanah Premier provides will cover our customers as well as their families.

Mr Hussain added: "Being the first Islamic subsidiary established by a foreign bank in Malaysia, HSBC Amanah Malaysia will continue to strengthen our Islamic banking business in line with the country's focus and the growing interest in Islamic finance as an alternative to conventional banking."

HSBC Amanah Premier customers are required to maintain an average monthly total relationship balance of RM200,000 or more. HSBC Amanah Premier customers have access to more than 350 international Premier Centres in other major cities around the world. Each location will have access to the information needed to serve Amanah Premier customers and provide local advisory services. HSBC Amanah Premier products are also available in Indonesia, Saudi Arabia, UAE, Qatar and Bahrain.

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### **Media enquiries to:**

Elizabeth Wee at 03-2270 3351

elizabethwee@hsbc.com.my

Chandrika Bhaskaran at 03-2270 3986

chandrika@hsbc.com.my

Fax: 03-2072 4366

### **Notes to editors**

#### **HSBC Bank Malaysia Berhad**

HSBC Bank Malaysia Berhad is a wholly-owned subsidiary of the HSBC Group. HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 8,500 offices in 86 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,422 billion at 30 June 2009, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

#### **HSBC Amanah Malaysia Berhad**

HSBC Amanah Malaysia Berhad, a fully fledged Islamic bank wholly owned by HSBC Bank Malaysia Berhad and a member of the HSBC Group, was incorporated in February 2008 and commenced operations in August 2008. Licensed under the Islamic Banking Act 1983, HSBC Amanah Malaysia offers a full suite of Islamic financial solutions for both retail and corporate customers.

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