

Press Release

Jakarta, 7 August 2017

PT Bank HSBC Indonesia Reaches out to wider public for a Globalized Archipelago

**** World-class banking services will reach a wider market in Indonesia, to contribute to the advancement of Indonesian people from the economic and social side, and help individuals go beyond their ambitions ****

PT Bank HSBC Indonesia ("HBID") has reaffirmed its commitment to continuously become part of Indonesia's growth by expanding the reach of its banking services and community programs following the successful integration process which has given birth to a new local entity with international network. Through the new entity, PT Bank HSBC Indonesia, a world-class service in Retail Banking and Wealth Management (RBWM) as well as Commercial Banking (CMB) are now available to customers in more cities and with a broader segmentation.

Sumit Dutta, President Director of PT Bank HSBC Indonesia, said, "The integration which we recently completed marks a new milestone in 132 years of our history in Indonesia. This is a testament to our commitment to help advance the national economy. We believe that the economic powerhouse has now spread from Java to other areas along with the widening map of welfare in Indonesia. Thus, we now present HSBC services that have been available to individual and commercial customers worldwide to more Indonesians in more cities."

He added that this integration is beneficial for both customers of previous HSBC for the expanded Indonesian footprint as well as of Bank Ekonomi for the international network, both of which will allow them to tap into a wider opportunity for growth. This, in part, is the contribution PT Bank HSBC Indonesia makes for Indonesian community to help them with their ambitions.

"We are keen to continuously contribute to this Country. With the size and network strength we have globally, we are able to contribute to Indonesian agenda to bring in investment to Indonesia. We have indeed been meeting with investors from many Countries and presented them with Indonesia's promising potential," said Sumit.

HSBC's confidence in Indonesia's potential is also underpinned in the 2016 HSBC Trade Confidence Survey commissioned by Oxford Business Group. The study shows that the export value of transportation and distribution services is expected to grow by an average of 9% in the period 2016 to 2030. This is among others is driven by government efforts to make Indonesia a global maritime trading axis.

To address this potential, HSBC offers its vast global network to connect business players in Indonesia with new regional and global opportunities. In the Commercial Banking segment, PT Bank HSBC Indonesia is ready to assist customers with working capital, long-term loans and acquisitions or project finance, and has the expertise to help customers who intend to raise funds from the stock and bond markets.

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Meanwhile for individual customers, the capabilities offer will help them tap into the opportunity in the optimistic potential of Indonesia with a wide array of service. PT Bank HSBC Indonesia offers an extensive wealth management service plus a wide array of attractive solutions to help realize customer aspirations that include savings, protection and investments. In addition, various retail banking products from loans and transaction capabilities such as credit and debit cards are also ready to serve more Indonesians as they have been enjoyed by nearly 36 million Retail Banking & Wealth Management customers worldwide.

With the integration being in place, the various banking services can be reached through 99 branch offices spreading across 29 cities in Indonesia, as well as through various digital capabilities available for both individual and corporate customers. This is a reflection of HSBC Group's optimism about the prospect of Indonesia which is part of its Pivot-to-Asia business strategy. With its network covering more than 90% of global GDP, trade, and capital flows, HSBC has a unique position to support the aspiration of Indonesian customers.

To create greater understanding of the capabilities of financial services and community programs of PT Bank HSBC Indonesia, a series of roadshows will be launched in 12 cities in Indonesia. The cities include those that have been the operational base of HSBC for a long time such as Jakarta, Bandung, Surabaya, Medan and Semarang, as well as new cities that have added to PT Bank HSBC Indonesia's network after the integration such as Denpasar, Makassar, Palembang, Lampung, Pekanbaru, Pontianak, and Balikpapan. Included in the roadshows are face-to-face meetings with clients, collaboration with local universities for leadership training and financial literacy in five cities, series of local media gatherings and briefings, and the Economic Outlook event scheduled at the end of the year.

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