

Filling the Gap in Indonesia Digital Financial Map through Wealth Management Capability

PT Bank HSBC Indonesia is collaborating with the Finance Ministry to develop an integrated internet banking system that allows government securities transactions to be performed electronically.

Jakarta, 10 July 2019 – PT Bank HSBC Indonesia (HSBC Indonesia) is one of the selling agents for government securities (SBN) that can be purchased electronically (e-SBN). As a leading provider of financial planning and management services (Wealth Management - WM), HSBC Indonesia is committed to continuously developing and offering digital banking capabilities.

"Our vision is to provide an always-on access to all financial products and services digitally, so as to facilitate and help customers," said Willy Budiman, Head of Direct Channel and eBanking at HSBC Indonesia.

Willy cited a study conducted by the Boston Consulting Group (BCG) which forecasts a rapid growth of the middle class in Indonesia until 2030. In line with this growth, digital lifestyles are also increasingly prevalent in mobile and eCommerce transactions, etc. This is evidenced by a significant increase in the number of smartphone and eCommerce users. The percentage of Indonesian banking consumers who are digitally active has increased by 250% since 2014, and now covers 32% of the entire population with a banking account.¹

"This trend yields an opportunity for us to cater to the digital financial needs, particularly in relation to investments. It is because financial management does not merely cover payment and spending, but also investment planning and management," he said.

HSBC Indonesia Internet Banking is seeking to respond to the challenges by offering more than just the facilities for payment, fund transfer and account registration, but also investment features for forex accounts, deposit account opening, mutual fund management, instant foreign exchange transfer, and portfolio management, as well as the most recently launched feature for e-SBN transactions.

"The features available on HSBC Indonesia Internet Banking are a financial solution that is aligned with the Ministry of Finance's vision to offer retail bond products online," said Steven Suryana, Head of Wealth of Management at HSBC Indonesia. He revealed that the newest

¹ Digital Banking in Indonesia: Building Loyalty and Generating Growth, McKinsey & Company, February 2019

retail bond codenamed SBN007 is on offer from 11 July 2019 through HSBC Indonesia internet banking.

"We continue to educate people that financial investment is a relatively more effective way of long-term financial planning than deposits and savings," added Steven.

Digital technology plays an important role in supporting and directing the business growth of HSBC Indonesia which focuses on customer experience. "We have shifted from isolated interactions with customers to the era of constantly innovating to offer useful solutions," said Steven.

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