

HSBC Fusion, A Breakthrough in Integrated Financial Services for SMEs to Manage Both Business and Personal Needs

Advancing Indonesian small and medium scale businesses in managing finance and increasing business value through integrated smart services

Jakarta, 13 October 2020 – PT Bank HSBC Indonesia (HSBC Indonesia) presents HSBC Fusion, as a unique banking headway in financial management solution. The new HSBC Fusion offers an effective and integrated financial management solution to support business growth as well as personal needs for small and medium scale entrepreneurs, or creative businesses in Indonesia.

The record of the SME contribution target submitted by the Ministry of Cooperatives and SMEs on 9 December 2019, in Indonesia there are around 70 million productive SMEs representing 25% of the population in Indonesia. Contributing more than 60% to Indonesia's GDP, SMEs provide employment to more than 160 million people. Unfortunately there are very few SMEs that have grown to a larger scale.

"An HSBC study in 2018 shows that small and medium business operators need more than just ordinary banking services. They need services that can be a solution to the problems that are often faced. One of them is the tendency to confuse business transactions with personal finance," said **Riana Taluki, Head of Retail Business banking PT Bank HSBC Indonesia**.

On the other hand, with the new challenges in the pandemic era, Bank Indonesia records show that the volume of digital banking transactions in April 2020 increased significantly by 37.5 percent annually. Meanwhile, the increase in electronic money transactions during the implementation of Large-Scale Social Restrictions (PSBB) in April 2020 reached 64.5 percent. This is also reflected in the latest HSBC Navigator: Building Back Better survey which showed that nearly two-thirds (64%) of businesses in Indonesia strongly agree that in the face of challenges, businesses can take advantage of technology to improve performance. This figure is quite high compared to other countries (44%).

Riana added that the use of technology plays an important role in business resiliency, while also addresses the inefficiencies due to a mix between business and personal transactions. "To build business resilience, especially during a pandemic like today, SMEs need assistance to overcome the need for all-digital access, in addition to limited access to funding, lack of basic knowledge for financial discipline so as not to disrupt business cash flow, transparent bookkeeping, and access to various important information and necessary connectivity for business development," she continued.

HSBC Fusion is designed to answer those challenges and needs. Three main things from HSBC Fusion that are made specifically for small and medium business clients are:

- **Clarity** - a financial management that clearly distinguishes between business and personal finance, and is manageable through one screen and one Business Internet Banking token.
- **Saves time** - a fast and efficient connection to access services and important information needed in a real time fashion, through HSBC Fusion Contact Center and Business Internet Banking. Both providing convenience and free transaction fees in rupiah.
- **Helps You Get Ahead** - A commitment to support customers' business growth by providing access to funding of up to Rp. 10 billion (with collateral) and up to Rp. 1 billion (PiNTA -

Unsecured Business Loans) and consultation with financial management experts from HSBC Premier for your investment.

The HSBC Indonesia study also said that the management of small and medium scale companies is not a miniature of the management of large companies. If large companies are generally supported by a complete management board, the majority of small and medium sized businesses are still personally managed. For this reason, they need comprehensive support that is practical, smart, integrated, and able to answer the specific needs of each customer, both SMEs and creative businesses in Indonesia.

With HSBC Fusion, a customer will have two accounts and thereby having a maximum control over business and personal finances clearly. They will have free monthly admin fees, free transactions in rupiah, free access with one screen and free to open accounts in 12 global currencies. In addition, HSBC Fusion will also assist customers in getting access to funding tailored to their business needs and characteristics.

HSBC Fusion provides Relationship Managers who are specifically dedicated to assisting SME customers. With accreditation, insight and high professionalism, the Relationship Managers are ready to provide a variety of analysis that are useful for customers in making an informed decision.

"HSBC Fusion reflects our commitment to participate in supporting the potential and competence of Indonesian SMEs, particularly to accelerate the pace of national economic growth. We believe the three pillars of HSBC Fusion will help SMEs in meeting their target of increasing contributions to GDP by up to 65% by the end of 2024¹," said Riana.

HSBC Fusion, which is supported by an extensive global HSBC network, is also expected to be an effective solution for SMEs in Indonesia which in the same period is targeted to be able to penetrate the 30.20% level for their export activities.

"With HSBC Fusion, we are determined to provide the latest solutions for Indonesian SME businesses to grow and become bigger, more advanced, and even expand globally," she concluded.

oOo

Kontak media:

Alina S. Pranoto

alinasukmayanipranoto@hsbc.co.id

+62 21 30405389

About PT Bank HSBC Indonesia

HSBC has operated in Indonesia since 1884 and now the Bank serves its customer throughout Indonesia. Today PT Bank HSBC Indonesia is a member of HSBC Group, offering services in Commercial Banking and Global Banking for Corporate and Institutional Banking, Global Markets for treasury capital Markets as well as Wealth and Personal Banking.

For more information about HSBC Fusion services, please visit the hsbc.co.id/fusion website or HSBC Fusion Contact Center services at 1 500 501 ..



HSBC Indonesia



@HSBC_ID

¹ The target of UMKM contributions presented by the Ministry of Cooperatives and SMEs, 9 December 2019.