



Press release

For immediate release

## **HSBC Indonesia Refreshes Its Premium Offering to Cater to the Needs of Affluent Millennials**

- Refreshed Premier bank service offers comprehensive wealth management solutions, including a wealth dashboard and insight hub
- Young adult children can access same privileges at no additional cost, through HSBC Premier Next Gen account
- Exclusive lifestyle privileges in 30 countries, including enhanced emergency fund protection and instant credit card replacement abroad

**Jakarta, September 14, 2021** - PT Bank HSBC Indonesia (HSBC Indonesia) today launches the new face of Premier 2.0, a premium banking service tailored for affluent customers. The Premier 2.0 update brings new features that focus on family goals and more sustainable and comprehensive wealth management.

According to a recent study by HSBC, demographic shifts are leading to increased demand from young, affluent Indonesians. These customers are dynamic, technology-savvy, and look for simplicity in products and services. This audience has another thing in common – they share strong family values.

A separate 2020 study<sup>1</sup> found that young, affluent HSBC Indonesia customers are worried about how the ongoing pandemic will affect their immediate family's finances. However the study also found that, despite the pandemic, clients are still keen to invest. Most of the clients surveyed were investing for 3 main reasons: to gain more passive income; to raise emergency funds; and for long-term wealth management.

**Director, Wealth & Personal Banking, PT Bank HSBC Indonesia, Edhi Tjahja Negara** said, "HSBC's refreshed Premier offering consists of wealth management, education planning and exclusive rewards to support our customers' lifestyles and their loved ones' needs, to achieve financial aspirations, plan for the future and to enjoy a livelier life."

As pioneers in wealth management – HSBC has won the Asset Asian Awards (Triple A) Best Wealth Manager award three years in a row – the bank is well-positioned to help clients manage their wealth strategically and confidently. Premier 2.0 equips our clients with a comprehensive wealth management solution including routine financial health check-ups, a Wealth Dashboard to see all their portfolios on one single screen, and the latest Wealth Insight Hub to gain insight into the latest market conditions and investment strategies from renowned experts. HSBC also provides technology-backed facilities to ensure convenient investment transactions anytime and anywhere, including bond trading in the secondary market online.

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<sup>1</sup> HSBC Indonesia study in partnership with Acorn in 2020 involving 885 affluent and mass clients ages 26-59 from 8 different cities across Indonesia



HSBC Premier also provides the same Premier status for customers' young adult children aged 17-28 years through the HSBC Premier Next Gen feature, the first of its kind in Indonesia.

"Young adults that are studying abroad or planning to do so can enjoy HSBC Premier services at any HSBC branch around the world, at no additional cost. With our strong global network, our customers don't have to worry about managing their young adult children's finances abroad. With our Global Transfer feature, parents can easily wire funds up to USD 100,000 to their young adult children in more than 30 countries in real-time," **Head of Customer Propositions and Marketing, PT Bank HSBC Indonesia, Fransisca Arnan explained.**

Premier 2.0 also upgrades clients' lifestyle through exclusive offers for shopping, travel, and lifestyle privileges in all countries where HSBC operates. This includes purchase protection of up to IDR 300 million for all offline and online purchases using Premier Mastercard. HSBC also provides emergency fund protection of up to US\$ 10,000 per 2 days, instant credit card replacement abroad, and unlimited online transfers within Indonesia.

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**About The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$2,976bn at 30 June 2021, HSBC is one of the world's largest banking and financial services organisations

**Tentang PT Bank HSBC Indonesia**

HSBC telah beroperasi di Indonesia sejak 1884 dan saat ini melayani nasabah di seluruh Indonesia. Saat ini PT Bank HSBC Indonesia merupakan anggota Grup HSBC yang menawarkan layanan *Commercial Banking* dan *Global Banking* untuk nasabah Korporasi dan Institusi, *Global Markets* untuk pengelolaan *Treasury* dan *Capital Market* serta *Wealth and Personal Banking*.

 HSBC Indonesia  @HSBC\_ID