

## **HSBC Indonesia named “Best Wealth Manager” for fourth consecutive year**

*Holistic wealth management platform and strong digital capability contributes to recognition*

**Jakarta, 11 November 2021** – PT Bank HSBC Indonesia ("HSBC") was recently named Indonesia's Best Wealth Manager for the fourth consecutive year by The Asset Triple A Awards. The award recognizes HSBC's holistic and personalized wealth management solutions, as well as the bank's continuous investment to strengthen its digital capability.

HSBC Indonesia's holistic wealth management platform includes a complimentary assessment of individual customers' risk profile, access to advice from certified financial consultants, a digital wealth capabilities which includes online account on boarding, a wealth dashboard where customers can see all of their portfolios in one single screen, a wealth insight hub to get the latest insights into the latest market conditions and investment strategies from renowned experts, and execute investment transactions online – including bond trading in the secondary market from anywhere.

Edhi Tjahja Negara, Director, Wealth & Personal Banking, PT Bank HSBC Indonesia, said, "We are humbled to be named Best Wealth Manager in Indonesia for the fourth year in a row. This award demonstrates our commitment to providing holistic wealth management solutions for our customers in Indonesia, combined with best-in-class market insights, platforms and certified advisors to bring the best wealth journey for each of our customers."

"Investing in technology has long been a priority for HSBC – but COVID-19 has brought its importance into even sharper focus. This investment allowed us to quickly pivot our customer outreach programs to digital platforms; to build awareness on wealth management and financial planning, as well as strengthen our digital proposition," said Head of Wealth Management HSBC Indonesia Verawaty Zhao.

Wealth management has always contributed significantly to the overall business of the bank. Albeit the economic challenges in pandemic times, the AUM (asset under management) managed by the bank grew more than 11.4% (year on year). Furthermore, HSBC Indonesia's latest research on Indonesian mass affluent brings good news to the wealth management development in the country. The study shows that people's awareness of financial planning is increasing, with 60 % of customers surveyed saying that they want to ensure they have enough for retirement and to protect their family future. However, only 34% of them are confident in building their wealth through investment products. HSBC, as the leading wealth manager in Indonesia, is committed to help bridge the gap by promoting financial literacy and delivering relevant products & services to meet dynamically-changing investing behaviors and expectations of customers in every cycle of their wealth journey.

Since 2018 to date, HSBC Indonesia has successfully held the title of Best Wealth Manager in Indonesia in the Asian Awards Asset (Triple A) from The Asset, one of Asia's leading financial publications in the category of Private Banking, Wealth Management, and Investment. These awards are Asia's preeminent recognition for financial institutions that have excelled in their respective market and built upon a stringent methodology to select the best institutions operating within Asia.

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**About PT Bank HSBC Indonesia**

HSBC has been operating in Indonesia since 1884 and currently serves customers throughout Indonesia. PT Bank HSBC Indonesia is a member of the HSBC Group which offers Commercial Banking and Global Banking services for Corporate and Institutional customers, Global Markets for Treasury and Capital Market management as well as Wealth and Personal Banking.