

HSBC Indonesia and Plaza Indonesia Launch Strategic Partnership to Bring Exceptional Lifestyle Experience to *Affluent Customers* in Indonesia

Jakarta, 26 June 2024 - PT Bank HSBC Indonesia ("HSBC Indonesia") and Plaza Indonesia announced a strategic collaboration to enrich lifestyle services – in terms of shopping and culinary – and strengthen their position as important players in the hospitality industry for *the affluent* market segment.

HSBC Indonesia and Plaza Indonesia share the same vision of delivering benefits and creating exceptional experiences for customers and consumers. Through this collaboration, they can enjoy special services at the HSBC Lounge, *valet service* and *special parking privileges* for HSBC Premier customers, to *shopping and dining promos* that can be enjoyed by all Plaza Indonesia consumers.

In addition, in the first month since the inauguration of the collaboration, Plaza Indonesia consumers and HSBC Indonesia customers can enjoy a series of special programs such as the opportunity to get direct gifts of *Plaza Indonesia vouchers* worth up to IDR 1 million after shopping, and *complimentary Venchi gelato* (every Saturday and Sunday, until July 28, 2024). Meanwhile, throughout 2024, customers can enjoy benefits in the form of "*Buy 1 Get 1*" XXI cinema tickets (every Saturday), and dining discounts of up to IDR 500 thousand at various *selected merchants*. Furthermore, there will be many other special offers that will be announced during the cooperation period.

Lanny Hendra, Director of Wealth and Personal Banking, HSBC Indonesia, stated, "HSBC Indonesia continues to provide exceptional services and benefits to *affluent* customers through three pillars, namely wealth management, international connectivity, and lifestyle. The strategic collaboration (with Plaza Indonesia) is the perfect combination because we are proven experts and committed to providing customers with a special experience to strengthen the third pillar (lifestyle). This service innovation is because we understand *the evolving lifestyle needs of the second generation affluent class*."

"This collaboration also presents a *triple exclusive experience* and *triple purchase privileges* that pamper and answer customer needs. This year, HSBC has officially served customers in Indonesia for 140 years, and the collaboration with Plaza Indonesia is one of the special offerings for our customers," concluded Lanny.

As a market leader in *wealth management*, HSBC Indonesia has also offered a wide range of solutions and comprehensive services to improve customers' lifestyles. The collaboration with Plaza Indonesia marks the focus of this year's services, by enhancing the shopping and dining experience at Plaza Indonesia, which is the preferred choice of *the affluent* segment through the participation of more than 25 retailers, such as: 8 Treasures, Bistro Baron, and others.

HSBC also provides a 0% installment scheme with benefits up to 5 times faster to get HSBC *reward points* and 3 times faster to get the Plaza Indonesia *Privilege Card (PIPC)* reward points.

Zamri Mamat, Deputy Chief Marketing Officer of Plaza Indonesia emphasized "Plaza Indonesia, as a leading premium shopping mall in Indonesia, is committed to continuing to innovate and deliver an exceptional shopping experience. We want to ensure that Plaza Indonesia is always a top destination for those looking for luxury and exclusivity. With the support and collaboration with HSBC, we are confident that we can take our service and customer experience to a higher level. This collaboration is not just a business collaboration, but also a strategic step to enrich the shopping experience for our customers. Through this synergy, we hope to present new innovations that provide added value for customers, as well as strengthen Plaza Indonesia's position as an icon of splendor and uniqueness in the retail industry."

The collaboration between HSBC Indonesia and Plaza Indonesia is an important milestone in the banking market in offering unparalleled benefits and experiences to customers, while setting a new standard for *the affluent* segment in Indonesia.

###

Contact media

Ariavita Purnimasari

Head of Communications and Corporate Sustainability, HSBC Indonesia

Mobile : +62 811 1588 685

Email : ariavita.purnamasari@hsbc.co.id

Quartantyo Yoga Utomo

PR, Marcom & Digital Manager Plaza Indonesia

Phone : 021 – 2992 0000 ext.

Mobile : 0811 888 1603

E-mail : quartantyo.utomo@plazaindonesia.com

About PT Bank HSBC Indonesia

PT Bank HSBC Indonesia 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 Individual Banking of PT Bank HSBC Indonesia licensed and supervised by the Financial Authority and Bank Indonesia. PT Bank HSBC Indonesia is a member of the Indonesian Deposit Insurance Corporation.

About The Hongkong and Shanghai Banking Corporation Limited The Hongkong and Shanghai Banking Corporation Limited is a founding member of the HSBC Group. HSBC serves customers worldwide from offices in 62 countries and regions in its geographical area: Europe, Asia, North America, Latin America, and the Middle East and North Africa. With assets of US\$3,039bn as at 31 December 2023, HSBC is one of the largest banking and financial services organisations in the world

About Plaza Indonesia

Plaza Indonesia is a shopping center area that was established in March 1990 on an area of 38,050 square meters on Jl MH Thamrin and Jl Kebon Kacang, Central Jakarta, designed by Hellmuth Obata & Kassabaum and has gone through renovation stages in 1996, 2000, 2008 and 2014. Established by



PT Plaza Indonesia Realty Tbk has a commitment to create a stylish, elegant, integrated premium shopping area and become a landmark of the development of DKI Jakarta as the capital of the country with a rapidly developing economy. In 2009, Plaza Indonesia expanded the land to 42,325 m² on a 6-storey gross pad area with an additional area of 24,672 m² with the first three floors being an expansion of the retail area connected to the existing shopping centre. Until now, Plaza Indonesia has more than 400 tenants, including 50 international luxury brands.