



HSBC Indonesia Presents a 140-Year Historical Journey in Indonesia Through Mural Artwork

Special promotional offers are presented at many merchants to increase customer loyalty

Jakarta, July 31, 2024 - Celebrating 140 years of operation in Indonesia, PT Bank HSBC Indonesia ("HSBC Indonesia") is strengthening its position as the largest international bank with a global network by offering various solutions and innovations to customers in Indonesia.

As part of the 140th-anniversary celebrations in Indonesia, HSBC collaborates with mural artist Arnis Muhammad to depict HSBC's historical journey in a piece of mural art installed at the HSBC Indonesia branch office in the World Trade Centre.

A talented young artist from Aceh, Arnis Muhammad, reflects the extensive history of HSBC Indonesia through the mural art. Featuring his signature Lungkee Fish, Arnis specially designed a mural that illustrates HSBC's journey and contribution in the Indonesian banking market since its establishment in 1884, narrating the business journey of HSBC over three eras.

The mural presents a transition from black and white to vibrant colors, symbolizing the transformation of HSBC's services as an international bank that consistently supports the Indonesian economy and always adapts with the changing times. Arnis combines elements of Indonesian nature and the traditional Mega Mendung Batik pattern. The beautiful blend of local elements with futuristic features portrays the long history of HSBC in Indonesia, from supporting the sugar trade to fostering future business growth underpinned by digital innovation.

"HSBC's historical milestone began with financing the sugar trade in Batavia in 1884 and has now developed into a bank with a largest global network in Indonesia that serves various needs from corporate to individual customers. Indonesia is a significant market as it controls 36% of ASEAN and is also the 16th largest economy in the world¹. Indonesia's economic growth potential from the electric vehicle ecosystem to the digital economy is an attraction for global investors, and HSBC will continue to commit to supporting trade activity and investment toward Indonesia," said Francois de Maricourt, President Director of HSBC Indonesia.

Looking forward, HSBC targets optimal growth through expertise in international connectivity and digital innovation. With a network in over 60 countries encompassing

more than 90% of global trade, HSBC focuses on facilitating foreign investment into Indonesia and connecting local growing companies to the global market.

¹ <https://nasional.kontan.co.id/news/indonesia-jadi-negara-dengan-ekonomi-terbesar-di-asia-tenggara-pada-2023>



Special Offers in Celebration of the 140th Anniversary

HSBC celebrates its 140th anniversary by sharing joy with customers through various special offers. A series of HSBC special offers include cashback up to Rp24.5 million for new HSBC

Premier credit cardholders and cashback up to Rp7.3 million for other HSBC credit cards with transactions at Plaza Indonesia.

Customers can also enjoy various culinary discounts up to 50% at numerous leading hotel chains, including Four Seasons, Mandarin Oriental, Meridien, Pullman, and Shangri La. HSBC also pampers customers' vacations with up to 12% discounts on Agoda and 12-month installment on Traveloka and Tiket.com.

There is also cashback up to Rp1.5 million and 0% installment up to 12 months to support customers' shopping lifestyles at various digital retail and marketplaces, starting from digimap, ibox, Samsung, Shopee, Tokopedia, and others.

A variety of special promos are a form of appreciation from HSBC Indonesia focused on providing different services and experiences to customers related to lifestyle needs, international education, and wealth management.

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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 PT Bank HSBC Indonesia is licensed and supervised by the Financial Services Authority (OJK) and Bank Indonesia. PT Bank HSBC Indonesia is a member of Lembaga Penjamin Simpanan Indonesia.

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 62 countries and territories. With assets of US\$3,039bn at 31 December 2023, HSBC is one of the world's largest banking and financial services organisations.