

## **HSBC Launches Wealth Center in Surabaya**

JAKARTA, January 28, 2026 – Kicking off 2026, PT Bank HSBC Indonesia ("HSBC Indonesia") officially launched its new Wealth Center in Surabaya, continuing from the opening of two previous Wealth Centers in Jakarta last year, which set a new benchmark in banking services for affluent customers.

This fifth HSBC Wealth Center in Indonesia and the first in Surabaya is designed as a lifestyle hub that integrates in-depth financial consultation with curated personal experiences. The inauguration marks a continuation of HSBC's commitment to transforming its branches into holistic advisory centers, focusing on long-term partnerships rather than mere transactions.

"HSBC continues to grow alongside the journey of Surabaya's community. Since the opening of our first Surabaya branch office in 1896, we have consistently supported customer needs across generations," said Lanny Hendra, Director of International Wealth and Premier Banking at HSBC Indonesia.

Below are selected moments from the HSBC Surabaya Wealth Center inauguration ceremony captured in a curated selection of photographs.



*HSBC Indonesia's management officially inaugurated the Surabaya Wealth Center with a traditional pineapple-rolling ceremony, symbolizing the invitation of prosperity and positive energy into the business space.*



*Lanny Hendra, International Wealth & Premier Banking Director, explained that HSBC has a long-standing history in Surabaya. Having started serving customers in Surabaya since 1896 as its second branch in Indonesia after Jakarta, HSBC remains committed to supporting customers across generations by continuously innovating to stay relevant.*



*Under the theme "Legacy of Wealth," HSBC hosted a discussion at the Surabaya Wealth Center inauguration event featuring Andrew Prasetya, CEO of Bon Cafe Group & Bon Ami Bakery, who shared his success story of sustaining and passing down his family business, now managed by the third generation. Also present was Sumirat Gandapraja, Head of Network Sales and Distribution at HSBC Indonesia, who explained how HSBC accompanies clients at various life stages as a trusted advisor, offering personalized solutions tailored to each individual's needs. Additionally, Eri Kusnadi, Director at Batavia Prosperindo Asset Management, shared insights on market trends and investment instruments.*



*The Wealth Center concept is a global trademark of HSBC Premier, including in Indonesia, designed to respond to the evolving needs of Premier customers who seek premium, personalized banking relationships and services. This is reflected in the new Surabaya Wealth Center, designed as a lifestyle hub—more than just a place for banking transactions.*

"Our customers' needs continue to evolve. Therefore, our approach is 'beyond banking'—offering not only banking services, but holistic lifestyle solutions tailored for Premier clients," concluded Lanny.

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**About PT Bank HSBC Indonesia**

HSBC has operated in Indonesia since 1884 and currently serves customers throughout Indonesia. PT Bank HSBC Indonesia is a member of the HSBC Group that provides Corporate and Institutional Banking services to corporate and institutional customers, as well as International Wealth and Premier Banking for individual customers. PT Bank HSBC Indonesia is licensed and supervised by the Financial Services Authority (OJK), Bank Indonesia (BI) and is a participant of the deposit insurance program from the Indonesia Deposit Insurance Corporation (LPS).

**About HSBC Holdings plc**

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers around the world through offices located in 58 countries and territories. With assets totaling US\$ 3.054 trillion as of 31 March 2025, HSBC is one of the world's largest banking and financial services institutions.

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