

Seize Year-End Opportunities as the HSBC-ANA Travel Fair Comes to Two Locations for the First Time with a Range of Promotions

Jakarta, 8 October 2026 – PT Bank HSBC Indonesia (“HSBC Indonesia”) has once again partnered with Japan’s five-star airline, All Nippon Airways (“ANA”), to hold the October edition of the HSBC-ANA Travel Fair 2026.

For the first time, this flagship travel fair is being held simultaneously at two strategic locations in Jakarta, Central Park Mall (West Jakarta) and Plaza Indonesia (Central Jakarta), to bring it closer to customers and give them more options. Besides the dual venues, the number of travel consultants has increased by around 20% so visitors can plan their trips more comfortably.

Since many customers travel together, holiday packages, land tours, hotels and attractions are also offered under a “buy one, get two” scheme. Other discounts include cashback of up to more than ten million Rupiah, flash sales, a savings top-up program, 0% installments, and price reductions of up to 50% when redeeming HSBC Rewards Points. Full details and terms and conditions for the HSBC–ANA Travel Fair promotion is available at <https://grp.hsbc/ana>.

Eight consecutive years and record transactions

The HSBC-ANA Travel Fair has been held twice a year for eight consecutive years, with transactions rising at every edition. At the January 2026 edition, pre-sale transaction value jumped 31% year-on-year (YoY). Overall, total transactions at that edition grew 44.35% YoY, the highest in the history of the two institutions’ collaboration.

“As we approach a decade of partnership with ANA, this event has grown from a simple airline ticket fair into an important pillar of our customers’ lifestyle and wealth management ecosystem. By combining world-class airline services with integrated banking solutions, we want to make sure customers get added value at every stage of their journey,” said Lanny Hendra, International Wealth and Premier Banking Director, HSBC Indonesia.

Strengthening HSBC’s leadership as a lifestyle-focused bank

For HSBC Indonesia, travel is one of the core lifestyle pillars of its International Wealth and Premier Banking (“IWPB”) segment. Throughout 2026, HSBC has expanded its travel portfolio with more than four major travel fairs: two editions of the HSBC-ANA Travel Fair and two editions of the HSBC Asia Travel Fair. It has also run smaller travel promotions.

Innovation is a hallmark of HSBC’s travel fairs. The HSBC Asia Travel Fair shows this with its multi-airline, multi-destination approach. The second Asia Travel Fair took purpose-led travel as its theme, tapping Indonesians’ growing interest in wellness and beauty tourism to countries across Asia and beyond. Customers responded well: spending during the fair exceeded its target by 43%, and integrated programs such as Save & Fly recorded uptake of up to 47% above target. ANA still accounted for 42% of tickets issued at the fair. Its main routes to Japan and the United States (57% of total transactions) remained the favorites.

A strategic moment ahead of global airfare increases

Holding the fair in October 2026 makes it the right time for holiday ticket hunters. The timing also reflects projections that global airfares will rise by an average of 1.5 percent in 2027 (according to data from the Global Business Travel Association and Altour). Asia-Pacific economy class fares are predicted to rise by

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2.5 percent because of operating and fuel costs. In addition, ANA's current fuel surcharge scheme applies until 31 October 2026, after which it will be adjusted to global market conditions.

"Our eight-year collaboration with HSBC Indonesia is built on a commitment to delivering the best service. With strong interest in travel to Japan and trans-Pacific destinations, ANA is ready to offer a Japanese five-star flying experience with competitive fares and flexible route connections," said Tetsuma Fujii, Chief Representative, ANA Indonesia.

Media Contact:

Ariavita Purnamasari

Head of Communications and Corporate Sustainability PT Bank HSBC Indonesia

ariavita.purnamasari@hsbc.co.id

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).

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HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 56 countries and territories. With assets of US\$3,233bn at 31 December 2025, HSBC is one of the world's largest banking and financial services organisations.

About The Hongkong and Shanghai Banking Corporation Limited

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.