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## **HSBC Financially Empowers Malaysians with ‘We Can We Do’ Initiative**

*Bank adds local flavor to global brand purpose to help Malaysians attain their financial goals*

HSBC Malaysia has launched the ‘We Can We Do’ *initiative* to cultivate the Can-Do spirit amongst Malaysians by encouraging and facilitating financial empowerment. ‘We Can We Do’ is a localised version of the bank’s global brand philosophy: ‘Together we thrive’, customised to spur Malaysians to achieve their financial ambitions. The *initiative* includes curated roundtable sessions and financial masterclasses led by HSBC’s own financial experts, industry leaders and financial-savvy Malaysians from reputable finance publications. These roundtable sessions will cover topics on finance for individuals, entrepreneurs and business owners, which aim to equip participants with financial tools and the know-how to help them better plot their financial future.

According to Financial Behaviour and State of Financial Well-Being of Malaysian Working Adults 2018 (AFBES18), a third of Malaysians are uncomfortable with their financial knowledge. AFBES18 also highlights that 53% of Malaysian respondents face difficulties with raising even RM1,000 for emergencies. To address this gap, HSBC Malaysia is spearheading a mission to instill financial literacy amongst the local communities to enable Malaysians to take charge of their financial life.

“As a leading international financial institution with a history of more than 130 years in the country, HSBC Malaysia has a responsibility to empower and transform the communities we serve through financial literacy. Our goal is to provide people with the tools they need to become financially independent and to make more informed financial decisions”, said **Stuart Milne, CEO of HSBC Bank Malaysia**. “The ‘We Can We Do’ *initiative* reinforces our commitment in enabling Malaysians to take control of their finances by providing them tips and tricks to improve their financial knowledge. Given our commitment, customers who require support or need guidance, please speak to our Relationship Managers.”

Recognising the importance of instilling financial literacy from young, HSBC Malaysia has partnered with the non-profit organization, Teach For Malaysia (TFM), to design a Financial Empowerment Programme that uses a game-based approach to help children understand key financial concepts. The programme simulates real-life scenarios to guide children to set financial goals and budgets and identify and manage financial scams.

HSBC will also be featuring a series of local ‘Can-Do’ Heroes that have turned “Can” into “Do” as part of the *initiative* to motivate and inspire Malaysians. These ‘Can-Do’ Heroes come from all walks of life – from differently abled entrepreneurs to national badminton players to young volunteers – and their remarkable stories are a true embodiment of the ‘We Can We Do’ spirit. HSBC is also powering Malaysia’s ‘Can-Do’ spirit through badminton which is one of the bank’s brand pillars in driving the agenda of ‘Together we thrive’ to unite the nation.

Commenting on HSBC Malaysia’s ‘Can-Do’ spirit, Milne added, “Through thick and thin, our employees have demonstrated that we can and we do take the necessary action to serve our customers. I have witnessed the exemplary effort of our people in stepping up during these trying times and I am confident that our Can-Do spirit is instrumental in helping the local communities get back on their feet like we did to serve our customers to meet their banking needs during the Movement Control Order”.

**HSBC Bank Malaysia Berhad**  
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As part of the We Can We Do launch, HSBC has invited four financially-savvy Malaysians to share their perspectives on how to embrace and thrive in [The New Normal: Life, Business and Beyond](#).

To find out more about HSBC's financial literacy related programmes, visit HSBC Malaysia's Website for We Can We Do: <https://www.hsbc.com.my/wecanwedo/>

### **#HSBCWeCanWeDo**

*We Can We Do* is HSBC Malaysia's mission to help Malaysians thrive by using financial literacy as an enabler for them to achieve their goals. Inspired by its global brand identity of 'Together we thrive' which reflects its long-term commitment to helping customers succeed and flourish whatever the conditions, We Can We Do is an initiative to financially empower Malaysians and a call for the nation to become people of action.

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### **Note to editors:**

#### **About HSBC Malaysia**

HSBC's presence in Malaysia dates back to 1884 when the Hongkong and Shanghai Banking Corporation Limited established its first office in the country on the island of Penang, with the permission to issue currency notes. HSBC Bank Malaysia Berhad was locally incorporated in 1984 and is a wholly-owned subsidiary of The Hongkong and Shanghai Banking Corporation Limited, founding member of the HSBC Group. In 2007, HSBC Bank Malaysia was the first foreign bank to be awarded an Islamic banking subsidiary licence in Malaysia, namely HSBC Amanah Malaysia Berhad. Today, HSBC Malaysia has a network of 67 branches nationwide, of which 26 are HSBC Amanah Malaysia Berhad branches. HSBC Malaysia offers a comprehensive range of banking and financial services including Islamic financial solutions. HSBC Malaysia has also led innovation in Malaysia by introducing Malaysia's first ATM and Electronic Touch Banking in the early 1980s. Today, HSBC Malaysia has launched innovative solutions such as HSBCnet for secure banking for businesses, Trade Transaction Tracker and Facial Recognition on supported mobile phones.

#### **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 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,918bn at 31 March 2020, HSBC is one of the world's largest banking and financial services organisations.

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