

11 February 2010

HSBC AMANAH ANNOUNCES GRAND PRIZE WINNER OF BANKWIDE CAMPAIGN

HSBC Amanah Malaysia Berhad today announced the lucky winner of the Grand Prize for its Bankwide Campaign which was held between 1 September until 7 December 2009. Puan Nur Sakinah bt A.Samat was declared the Grand Prize winner of a brand new white Honda Civic Hybrid worth more than RM 126,000.

This three month campaign was HSBC Amanah Malaysia's way of expressing its appreciation to its valued customers for their continuous support throughout the one year journey as a standalone Islamic Bank.

"I have seen people winning prizes like cash, houses and cars before but never in my wildest dreams did I imagine that one day, I would win a prize like this. I still cannot believe I won the car and feel really blessed and thankful to God Almighty," said a very ecstatic Sakinah after receiving the keys to the brand new Honda Civic Hybrid.

"I also really appreciate the excellent service at the HSBC Amanah Ampang branch whenever I do my transactions there," added Sakinah. In addition to the Grand Prize, Sakinah also won a Canon Powershot G11 Digital Camera.

"The Bankwide Campaign received very good response and attracted many new customers to take up products like Smart Account-i, MPower Credit Cards-i, HomeSmart-i and our Takaful products," said Musa Abdul Malek, Chief Executive Officer of HSBC Amanah Malaysia.

HSBC Amanah announces Grand Prize Winner of Bankwide Campaign/2

“We received positive feedback from customers saying that they appreciated how HSBC Amanah celebrated its first anniversary with such attractive prizes. We will continue to have such promotions from time to time,” added Musa.

Some of the other exciting prizes offered monthly during the Bankwide Campaign last year includes twenty-five (25) MacBook Pro 13” , fifty (50) iPhone 3 GS 16GB and fifty (50) Canon Powershot G11 Digital Camera.

HSBC Amanah Malaysia provides a suite of Islamic financial solutions for its retail and corporate customers. For more information on upcoming HSBC Amanah products and promotions please visit www.hsbcamanah.com.my

ends/more

Media enquiries to:

Elizabeth Wee at 03-2270 3351

Chandrika Bhaskaran at 03-2270 3986

Fax: 03-2072 4366

elizabethwee@hsbc.com.my

chandrika@hsbc.com.my

Notes to editors

HSBC Amanah Malaysia Berhad

HSBC Amanah Malaysia Berhad, a full-fledged Islamic bank wholly owned by HSBC Bank Malaysia Berhad and a member of the HSBC Group, was incorporated in February 2008. Licensed under the Islamic Banking Act 1983, HSBC Amanah Malaysia offers a full suite of Islamic financial solutions for both retail and corporate customers.

HSBC Bank Malaysia Berhad

HSBC Bank Malaysia Berhad is a wholly-owned subsidiary of the HSBC Group. HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 8,500 offices in 86 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,422 billion at 30 June 2009, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

ends/all