

19 May 2010

## HSBC AMANAH MALAYSIA'S SIXTH BRANCH GETS ROYAL TREATMENT

HSBC Amanah Malaysia Cheras branch today was graced by His Royal Highness The Duke of York when he officiated the opening of the sixth branch in Taman Connaught, Cheras.

In his capacity as the UK Special Representative for International Trade and Investment, the event gave His Royal Highness the opportunity to promote the United Kingdom internationally and highlight the importance of trade and investment opportunities with Malaysia. This gesture further highlights Malaysia as a key focus market for businesses in the United Kingdom and the Islamic finance industry is a very significant industry globally.

“The presence of His Royal Highness The Duke of York here today confirms that Islamic banking is clearly an important market in the global banking industry and that we have the support of the stronger economies in promoting its growth. Malaysia is an important market for the development of Islamic finance and HSBC has taken a position of intellectual leadership with a strong financial framework to further promote and develop the industry,” said Mukhtar Hussain, Deputy Chairman & Chief Executive Officer of HSBC Bank Malaysia and Global CEO of HSBC Amanah.

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“HSBC Amanah will continue to invest in expanding our network and widen our distribution channels to tap new markets by introducing innovative financial solutions and services. With HSBC Amanah Cheras branch located within this emergent community, we are able to explore new business opportunities that will help enhance our Islamic finance proposition in Malaysia - offering Islamic propositions as alternative banking,” added Mukhtar.

HSBC Amanah Malaysia offers a modern concept of Islamic finance to the market, complete with state-of-the-art technology to serve our customers better. HSBC Amanah's main aim in doing business is to provide a world class service platform leveraging from the HSBC Group and Shariah compliant financial solutions that are catered to customers' financial, lifestyle and business needs. HSBC Amanah Malaysia complements the existing comprehensive banking solutions of HSBC Bank Malaysia by offering its customers a full suite of innovative Islamic retail and corporate products and services.

At HSBC Amanah branches, we offer personalised and interactive services and the team stationed at the Cheras branch are well trained to share with customers the various HSBC Amanah products and services that would suit both corporate and personal financial needs.

HSBC Amanah Malaysia's five other branches are located in One Utama Shopping Centre in Petaling Jaya, Juru Auto City in Penang, Ampang Point, Shah Alam and Bukit Tinggi in Klang. In addition, HSBC Amanah has an existing off site ATM located in Suria KLCC and has rolled-out three more at Sunway Pyramid, KL Sentral and Mid Valley respectively.

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**Note to editors**

**HSBC Amanah Malaysia Berhad**

HSBC Amanah Malaysia Berhad, a fully fledged Islamic bank wholly owned by HSBC Bank Malaysia Berhad and a member of the HSBC Group, was incorporated in February 2008 and commenced operations in August 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 8,000 offices in 88 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,364 billion at 31 December 2009, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

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