

# News Release

21 January 2016

## HSBC UPGRADES PLAZA SINGAPURA AND JURONG BRANCHES

*\*\*\*Two new Branch refurbishments, a total of eight upgrades for HSBC in two years\*\*\**

*\*\*\*Digital integration into branches to enhance customer experience\*\*\**

HSBC today announced the official opening of its newly relocated Plaza Singapura branch and upgrade of its Jurong branch, both showcasing a state-of-the-art fit-out and market-leading digital integration for an enhanced customer experience.

Both branches have a full range of amenities and space to cater to customers' specific needs including quick service pods for walk-in services such as checking of account balances and updating of information, and a Premier Lounge for Premier customers waiting for their appointments.

HSBC's Plaza Singapura branch is now on Level 1 within Plaza Singapura, placing it in a more prominent and convenient location and in the path of increased foot traffic.

### Branches integrate digital innovation

The branches also feature Digital Hubs which provide customers with access to HSBC's e-banking platforms and related online content.

HSBC's Head of Retail Banking and Wealth Management for Singapore, Matthew Colebrook said: "Around 23% of Singapore's population is 'highly digital' and it's shaping customers' expectations including their banking and wealth needs<sup>1</sup>."

"Integration of digital services within the branches will be key to reaching our target customers who are tech-savvy, internationally-oriented and mobile. We have also made significant improvements to the digital journeys for our products and services, including credit cards, personal loans, online securities trading platform and mobile banking."

### Branch openings a continuation of HSBC's investment in Singapore

The upgrade of HSBC's Plaza Singapura and Jurong branches add to a total of eight branch refurbishments or openings in Singapore over the past two years and follows extensive investment in its proposition including the launch of NETS accessibility to its debit cards in June 2015.

Mr Colebrook continued: "Singapore is a top-seven priority country for HSBC globally and these investments show we are serious about growing our presence."

"Underpinning this investment is our relationship-led and product-agnostic approach where our employees are remunerated on identifying and meeting needs rather than sales."

"However, HSBC aims to go beyond simply helping our clients with their banking needs. Instead we want to understand their ambitions - whether that be to fund their children's education, or travel extensively in retirement - and then work together to build a financial plan around this."

*This information is issued by  
The Hongkong and Shanghai Banking  
Corporation Limited*

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Incorporated in the Hong Kong SAR with limited liability.



“Our customer-centric philosophy, combined with our international network and full suite of solutions makes us uniquely placed in the Singapore banking market.”

The newly relocated HSBC Plaza Singapura branch is now open to customers at 68 Orchard Road, #01-60 Plaza Singapura, Singapore 238839.

### **HSBC Singapore branch openings/refurbishments**

- December 2013, Serangoon Gardens branch refurbishment
- June 2014, Suntec City Branch relocation and refurbishment
- July 2014, Liat Towers new branch
- December 2014, Bukit Timah new branch
- February 2015, Marine Parade branch refurbishment
- June 2015, Holland Village branch refurbishment
- January 2016, Plaza Singapura branch relocation and refurbishment
- February 2016, Jurong branch refurbishment

*Ends/More*

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#### **Footnotes**

<sup>1</sup> RFi Research, November 2015

#### **HSBC Singapore**

HSBC Group's history in Singapore dates back to 1877 when its founding member, The Hongkong and Shanghai Banking Corporation Limited, opened its first branch on the island. A qualifying full bank, HSBC in Singapore offers a comprehensive range of banking and financial services including retail banking and wealth management; commercial, investment and private banking; insurance; forfeiting and trustee services; securities and capital markets services. One of the earliest banks to establish in Singapore, HSBC today is a prominent player in Singapore's financial services sector serving the banking needs of multi-national corporations, home-grown businesses, private banking clients, institutional and retail customers. Today,

HSBC's flagship office remains at the original Collyer Quay site where its first branch was set up. HSBC Singapore has a retail network of eleven branches (seven of which incorporate a dedicated HSBC Premier Centre) and many locations across the island providing self-service terminals.

#### **About HSBC Holdings plc**

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 6,100 offices in 72 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,549 billion as at 30 September 2015, HSBC is one of the world's largest banking and financial services organisations.

*Ends/All*