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| Introduction | HSBC Presents The Kenn Can-Do Show! Starring Kavin Jay as Mr. Kenn with Special Guest, Stuart Milne, CEO of HSBC Malaysia |
| Kenn | Hi I'm Kenn, your regular Malaysian funnyman who always says CAN! I'm on a quest to search for secrets for turning a Can into a Do. As everybody's been trying out new things recently, I've decided to come up with my own talk show, because can lah! <i>Supers on screen:</i> Kenn – Host of The Kenn Can-Do Show |
| Kenn | As my first guest, I wanted an intellectual, strong and handsome leader to share his thoughts about turning a Can into a Do. So here we go, it's Stuart Milne! The CEO of HSBC Malaysia, my first ever guest of honor. Welcome Stuart! |
| Stuart | Thank you Kenn, thanks for having me on the show. |
| Kenn | How's it going and how was the last few months been for you? |
| Stuart | <i>Supers on screen:</i> Stuart Milne – CEO of HSBC Malaysia Well it's been a real rollercoaster for last couple of months. All of us are facing a truly unprecedented situation. I must say I am just grateful that Malaysia has managed the Covid situation so well and the fact we have relatively few cases is really a testament to the fact that the government and people are pulling together, and that's really, really inspiring to see. In fact, 'Together We Thrive' in action. <i>Supers on screen:</i> Malaysian uniting in the face of adversity, truly 'Together we thrive' I am also really proud of everything that our colleagues at HSBC have achieved over the last 2 months. Despite the fact that our head offices are essentially closed and most of our branches are closed, but nevertheless, we are able to deliver fantastic services to customers and that's really inspiring to see. In fact together we thrive, in action. |
| Kenn | 'Together we thrive'; that's the tagline and I love it because it feels like a tagline that's applicable to all Malaysians in general right now. Look at how we are faring with the COVID19 front. I mean from our essential workers, as you said, to people staying at home. Now, this is the Malaysian Can-Do spirit right? |
| Stuart | Absolutely! I've been here for 2 years now and it strikes me that the Can-Do spirit is very much alive and well here in Malaysia. And we've got some great examples of Can-Do Heroes within HSBC Malaysia; people have gone above and beyond, they moved from theory into taking action, taking responsibility, getting things done and all with the goal of serving our customers. |
| Kenn | Alright, so Stuart, tell us more on what "Together We Thrive" is all about and what it means to Malaysians? |
| Stuart | "Together We Thrive" is really our brand identity. It describes who we are and in fact, it's not really anything new because our purpose as an organization as all of our staff will know is that, we are here to help our customers achieve |

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| | <p>their hopes and dreams and realize their ambitions, that's our purpose. And what we are doing now, is to take "Together We Thrive" and make it real in Malaysia by adopting the rallying cry of "We Can We Do".</p> <p><i>Supers on screen:</i> HSBC's brand purpose is advancing prosperity for all we serve; today, tomorrow and into the future</p> |
| Kenn | <p>Stuart, I am inspired already! "We Can We Do" is undoubtedly and inspiring call for Malaysians to thrive. Why has HSBC decided to talk about this? Where is the connection?</p> |
| Stuart | <p><i>Supers on screen:</i> Why is HSBC leading the We Can We Do movement?</p> <p>We think that now more than ever, we need the Can-Do spirit. As we come back to work, as the economy starts to recover, we NEED the Can-Do spirit in Malaysia. It is going to help us to get back to thrive in the future. So if all of us display the Can-Do Spirit, not just in HSBC, but across the whole community then I am really confident that we can recover more quickly.</p> <p><i>Supers on screen:</i> HSBC sees financial literacy as an enabler to the Can-Do spirit</p> <p>In fact, I should also talk about financial literacy which is actually an important part of this. Something like one third of Malaysians don't feel confident about their financial literacy</p> <p><i>Supers on screen:</i> 1/3 of Malaysians are not confident in their financial literacy Source: Financial Behaviour and State of Financial Well-Being of Malaysian Working Adults 2018 (AFBeS '18) by Agensi Kaunseling dan Pengurusan Kredit (AKPK)</p> <p>and about one half of Malaysians don't have even a thousand ringgit saved away for a rainy day.</p> <p><i>Supers on screen:</i> 1/2 of Malaysians do not have at least RM1,000 saved for a rainy day. Source: Financial Behaviour and State of Financial Well-Being of Malaysian Working Adults 2018 (AFBeS '18) by Agensi Kaunseling dan Pengurusan Kredit (AKPK)</p> |
| Kenn | <p>So, financial Literacy. That sounds like a big task. Are you going to be taking us Malaysians back to school or something?</p> |
| Stuart | <p>No I don't think so Kenn, that's not the intention. But you know, as a bank, we have a responsibility. In fact, an obligation, to make sure that the community at large is financially literate. In future, we are looking at ramp that up, we are going to be working with the well-known NGO, Teach for Malaysia, to develop financial literacy toolkits that parents can use to introduce the topic to their children because at the end of the day, you are never too young to start to learn about financial matters.</p> <p><i>Supers on screen:</i></p> |

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| | Financial education starts from young |
| Kenn | It sounds like there are some great things to come! But what I want to know is, what role do HSBC employees play in this and how will they showcase their Can-Do spirit? |
| Stuart | <p><i>Supers on screen:</i> How can HSBC employees play a part in We Can We Do</p> <p>As we come back to a more normal situation, it is going to be critical that each one of our staff, displays that Can-Do spirit, and take the actions necessary to help our customers get back on their feet. And by doing so, help our community and also help HSBC.</p> <p><i>Supers on screen:</i> The HSBC team are Can-Do Heroes to customer and communities</p> <p>So each of us has that role. And what is really gratifying for me is that, I know that HSBC is full of people who are really keen to do exactly that. We have seen that already. In fact, in our internal communications, we have been showcasing a lot of our colleagues who have displayed that Can-Do spirit in managing through the current situation.</p> |
| Kenn | Wow, that is amazing. I look forward to the launch of We Can We Do and everything there is to come. |
| Stuart | Well I do too! I think it is a really exciting time, I think that for each of us at HSBC, right now we have a real opportunity to add to our reputation in a way that will be felt for a decade or more. And if you think about it, it's not often in our career that we have such an opportunity. So we should all seize that and turn our Cans into Dos. |
| Kenn | Wow, that's very inspiring, Stuart! Thank you so much for joining me on the show, and thank you so much for all the insights that you've given. |
| Stuart | <p>Thank you so much, and I would just like to say a word to my colleagues at HSBC.</p> <p><i>Supers on screen:</i> Thank you, team HSBC for your commitment</p> <p>I've been really humbled by the resilience, and the dedication of each one of you. I think you've done a fantastic and outstanding job in the service of our customers. Keep up the great work! We've a lot more challenges to face in the future, but I know, that working together we can change and we can turn our Cans into Dos. So thank you very much, and thank you Kenn for having me on the show.</p> |
| Kenn | <p>There you have it ladies and gentlemen, Mr. Stuart Milne, the CEO of HSBC Malaysia on turning a Can into a Do and it starts with you!</p> <p><i>Supers on screen:</i> HSBC is launching We Can We Do to help Malaysians thrive no matter the situation</p> <p>HSBC is launching We Can We Do to help Malaysians thrive no matter the situation. As a financial institution, they are equipping communities with</p> |

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| | financial literacy and empowering Thrivers to see financial freedom. Because ultimately, we Can when we Do. |
| Outro | The Kenn Can-Do Show We Can We Do HSBC #TogetherWeThrive |