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HSBC Malaysia Supports Ambition of Paralympian-turned Entrepreneur

The Bank launches HSBC Pledge to assist Dale Teri in achieving his dream and rallies Malaysians to nominate their everyday Can-Do Heroes

HSBC Malaysia introduced HSBC Pledge to help Dale Adelric Teri achieve his ambition of being a successful entrepreneur despite the adversity he had to overcome. This is in line with the bank's We Can We Do initiative, which aimed at cultivating the Can-Do spirit amongst Malaysians by encouraging and facilitating financial empowerment.

Dale was born with cerebral palsy which affects his ability to move and speak. Armed with a vision and with perseverance, Dale taught himself IT and business management to become a proud owner of an online footwear business. Dale is the embodiment of a "Can-Do" spirit as he has turned his thirst for success into reality.

Founded in 2018, Dale operates his online business via his Facebook page and uses live broadcast to sell footwear and socks. Customer have responded positively to Dale's business and he is motivated to expand his brand, Scarpe Negoziio My, and make his first million. Recognising his outstanding Can-Do spirit, HSBC focused on helping him strengthen his business knowledge to exponentially grow and achieve the success he desires. HSBC engaged a professional business coach to tailor make a coaching program for Dale based on his business needs. With his strong determination, drive and hard work, Dale is equipped to go on the path of achieving his goals. HSBC also shared knowledge and expertise on banking tools with Dale to help him grow and thrive, such as those offered by the HSBC Fusion proposition, a seamless platform for personal finances and SME business.

In this challenging time, HSBC Malaysia is recognising Malaysians and wants to help other exceptional individuals by providing them with similar opportunities. HSBC Pledge will serve as a platform for Malaysians to share noteworthy stories that deserve to be told. The international bank is calling for the nomination of individuals that could use the additional support by either connecting them to suitable products and services or to other relevant platforms that will be able to advise and/or provide a solution in achieving their goals.

"HSBC stands firm in our belief that we are stronger together. We are committed to helping our customers through their ups and downs and to helping Malaysia to recover economically at this very challenging juncture. We also believe in empowering Malaysians with financial knowledge and the Can-Do spirit. HSBC Pledge is our way of reminding ourselves that "We Can We Do" is all about translating possibilities into real action," said **Stuart Milne, CEO of HSBC Bank Malaysia**.

There is no limit to the number of nominations. The most important requirement is that the nominated individuals showcase a strong Can-Do spirit. The nomination period starts from 9th September until 9th October 2020, following which HSBC will identify three individuals, evaluate their needs and map out a tailored plan to assist them in achieving their goals. To participate in HSBC Pledge, simply log on to hsbc.com.my/wecanwedo to find out the steps.

To find out more about HSBC Pledge, do visit: www.hsbc.com.my/wecanwedo. To connect with us on finding a solution to your financial concerns post the moratorium period, drop us your contact details here: www.hsbc.com.my/getintouch

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Note to editors:

HSBC Bank Malaysia Berhad

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\$2,923bn at 30 June 2020, HSBC is one of the world's largest banking and financial services organisations.

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