

# Introducing Personalised Offers via Push Notification in HSBC Malaysia Mobile Banking App

1<sup>st</sup> November 2024

Dear Valued Customers,

Effective 13<sup>th</sup> November 2024, Push Notification for personalised offers will be newly introduced via HSBC Malaysia Mobile Banking app (“HSBC Malaysia app”)

Push Notification is a secure way of delivering pop-up messages in your mobile device to notify you on security alert, your account activity, transaction alert, statement reminder and now includes personalised offers which are the special offers on our products and services that are relevant to you. Customers will also receive relevant service reminders via push notification for better customer experience.

To find out more about push notification, click [here](#)

Kindly ensure that your Mobile app is up to date to enjoy this Push Notification feature. Push Notification for personalised offers is only available for customers who have consented for HSBC sending promotional materials information regarding HSBC products and services. If you have yet to download it or register for mobile banking, please click [here](#) on how to set it up.

If you do not wish to receive notifications for personalised offers, you may contact HSBC call centre / walk-in to HSBC or HSBC Amanah branch / visit [HSBC website](#).