



AmBank Group

Media Release

29 March 2019

AmBank collaborates with WeChat Pay MY

As part of AmBank Group's transformation agenda, the Group is focused on enhancing its digital capabilities through strategic partnerships.

Leveraging on the increase in e-wallet penetration in the market place, AmBank collaborates with WeChat Pay in 2018 to offer cross-border merchant acquiring services. Today, that partnership has extended to include its local wallet, WeChat Pay MY.

"AmBank is pleased to be one of the only two local banks in Malaysia to be collaborated on both cross-border and local wallets," said Dato' Sulaiman, Group Chief Executive Officer of AmBank Group.

"Since the launch of our WeChat Pay for cross border transactions, we have seen encouraging numbers in terms of transaction volume, resulting from the convenience experienced by users on this payment platform," added Sulaiman.

The bank has launched several gamification campaigns via its WeChat official account since last year and has gathered a substantial number of followers in the span of a year.

The AmBank WeChat official account serves to provide valued customers with added convenience and ease in connecting and conversing with the bank. Apart from showcasing AmBank's latest promotions, events and announcements, this touch-point leverages on gamification and campaigns to reach out to WeChat's large base of digital users.



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Other features, which are made available on the AmBank WeChat official account include branch locators, application for credit cards, loans, private retirement schemes and unit trusts as well as quick reference to the latest foreign exchange rates offered by the bank.

“Follow us on WeChat and link your Debit Card to the WeChat Pay MY to start enjoying the convenience of mobile payment,” added Sulaiman.

“Moving forward, we are looking at extending the wallet capability of WeChat to our SME base, revolutionising the way SME businesses can capitalise and leverage on e-wallet. Moreover, it also allows AmBank to lead the way in the digital-wallet ecosystem particularly for SMEs,” concluded Sulaiman.

About AmBank Group

AMMB Holdings Berhad is the holding company of AmBank Group and has been listed on the Main Market of Bursa Malaysia since 1988. It is the sixth-largest banking group by assets in Malaysia, with a market capitalisation of around RM11.6 billion and assets of RM137.9 billion at 31 March 2018.

AmBank Group is one of Malaysia’s premier financial solutions groups with over 43 years of experience in supporting Malaysians in their economic development. AmBank Group offers a wide range of both conventional and Islamic financial solutions and services, including wholesale banking, retail banking, investment banking, underwriting of general insurance, life assurance and takaful, stock and share broking, futures broking, investment advisory and management services in assets, real estate investment trust and unit trusts.

The Australia and New Zealand Banking Group (ANZ) is the biggest shareholder in the AmBank Group with a 23.8% holding and provides support with Board and senior management representation, risk and financial governance, product offerings and new business developments. In the general insurance business, the Group has partnered with Insurance Australia Group Ltd (IAG). In the life assurance and family takaful businesses, the Group has a partnership with MetLife International Holdings Inc (MetLife). The Group benefits in terms of expertise transfer from IAG and MetLife.

For more information, please visit www.ambankgroup.com

For further information, please contact Syed Anuar Syed Ali, Executive Vice President, Group Corporate Communications and Marketing, AmBank Group at Tel: 03-2036 1703 or email at sasa@ambankgroup.com
