



AmBank Group

MEDIA RELEASE

7 September 2023

AmBank Redefines Banking Experience with Revamped Damansara Utama and Kepong Branch

- ***AmBank launches reimagined AmBank SIGNATURE Priority Banking Centres catered to the local community after the launch of AmBank SIGNATURE Priority Private***
- ***A collaborative space with HWC Coffee, a fast-growing international specialty coffee chain***

AmBank recently revamped its Damansara Utama and Kepong branch into Wealth Centres that will be providing the local community a welcoming and immersive space in which to discuss their financial management needs.

The space will enable customers to meet with our team of experienced relationship managers and investment consultants who will be well positioned to assist them in building an investment portfolio that meets their needs.

AmBank's recently launched AmBank SIGNATURE Priority Private proposition which delivers an elevated banking experience will be made available at these new Wealth Centres where high net worth customers will be given access to sophisticated solutions for wealth diversification and preservation. Priority Private clients can access a suite of products, services and benefits that are shaped exclusively to what they want while enjoying highly personalised and attentive banking experiences.

Issued by Media Relations Unit, Group Corporate Communications & Marketing, AmBank Group
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Likewise, the two branches will feature the reimagined AmBank SIGNATURE Priority Banking Centres and designed to evoke the senses of our affluent clients. The furnishing is crafted from exclusive materials that are meticulously infused with elegant designs. The branches are also equipped with dedicated discussion rooms to ensure privacy and exclusivity when needed. AmBank SIGNATURE Priority Banking and Retail branches continue to play a pivotal role in redefining the standards of excellence in financial services, establishing itself as the go-to destination for discerning clients seeking tailored solutions and exceptional services.

A highlight of this innovative redesign is the collaboration with fast growing international specialty coffee chain, HWC Coffee known for its specialty brews and inviting atmosphere. This collaboration brings forth the concept of 'café banking', a perceptive approach that redefines the traditional banking experience.

Aaron Loo, Managing Director, Retail Banking, AmBank said "Although AmOnline's continued success has reduced the reliance on physical networks to serve customers, the branch network continues to play an important part in our strategy of building community banking centres that serve local needs.

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In the case of Damansara Utama and Kepong, we wanted to build a Wealth Centre to support the growing needs of the affluent community in navigating through challenging macro-economic circumstances.

This ties in nicely with the launch of our new Priority Private segment that will be providing tailored solutions for our high-net-worth customers. Both branches bring to our customers the full wealth management capabilities of AmBank in a tranquil environment designed with our clients' comfort in mind."

In conjunction with the re-opening, clients who bank at the two branches will enjoy exclusive rewards when they bank with us during a limited period of time.


AmBank recently won the Asian Banking & Finance Retail Banking Awards 2023 and conferred the Gold award for Branch Innovation of the Year 2023. This is a testament to the Bank's commitment in transforming its branch network to address the needs of customers and communities at large.

AmBank currently operates 167 branches with a network of 1,065 self-serving machines comprising ATMs, CDMs, and CQMs nationwide.

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About AmBank Group

AmBank Group is a leading financial services group with over 40 years of expertise in supporting the economic development of Malaysia. We have over three million customers and employ over 8,000 people.

The Group was listed on the Main Market of Bursa Malaysia in 1988. It is the sixth-largest banking group by assets in Malaysia, with a market capitalisation of more than RM12 billion as at 31 March 2023.


AmBank Group serves over three million individual and corporate customers. It provides services in wholesale banking, retail banking, business banking, investment banking and related financial services which include Islamic banking, underwriting of general insurance, life insurance, family takaful, stock and share broking, futures broking, investment advisory and management services in assets, real estate investment trust and unit trusts.

For more information, please visit www.ambankgroup.com

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