



**AmBank Group**

## **MEDIA RELEASE**

9 May 2024

### **AmBank unveils revamped AmOnline mobile banking app to enhance customer experience.**

- ***New and improved AmOnline App offers enhanced user interface and intuitive navigation***
- ***Innovative features embedded for seamless and convenient banking experience***

AmBank customers can now discover the all-new and refreshed AmOnline App which was launched today. Built upon AmBank's mobile-first principle, the new AmOnline aims to provide a seamless and convenient banking experience aligned with customers lifestyle and needs.

Aaron Loo, Managing Director, Retail Banking, AmBank said "Our customers are our core and we want to offer solutions that fit and improve their daily lives. The need for convenient digital services has increased significantly and we want to provide the best user experience so our customers can finish their banking needs quickly and have more time for things they care about like family or hobbies. Our goal is to make banking simple and quick."

He added, "The consumer market, which is now dominated by millennials, are expecting smarter, faster and more accessible financial services. AmOnline delivers a seamless banking experience on-the-go by offering an array of innovative features designed to streamline banking tasks and empower users with greater control over their finances."

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AmOnline has over 1.8 million registered users, an upsurge of 15% from a year ago.

The AmOnline App now has the entire 360° capabilities from allowing customers to open a new account, invest, borrow money, consolidate debt, get a credit card, purchase insurance in an entirely touchless, paperless experience. Shortcuts to frequently used services are made available for faster access and convenience.

As part of its intuitive navigation, AmOnline now offers “Search what you need” function where users can quickly use keywords such as ‘Credit Card’ and AmOnline will lead them to the desired service, simplifying the customer experience, as they no longer have to search through the app to find the function.

Furthermore, a “Welcome Aboard Challenge” is introduced to commemorate the refreshed app. It is the perfect guide to discovering the wide range of services offered by AmOnline. AmBank will be rolling out a new campaign where users who complete certain tasks have a chance to win cash prizes of up to RM10,000. To be eligible, users must complete 6 tasks which includes activating AmSecure, enabling in-app notifications, use DuitNowQR via the AmOnline App, pay a bill, transfer money and repeat a transaction.

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Customers can also earn entries when they perform transactions such as bill payment, JomPay, Prepaid Top Up and DuitNow/DuitNow QR. Aside from a chance to win cash prizes, they can also earn hourly cashback of up to RM45.

New to bank customers can earn RM30 upon successful opening of a CASA account through AmOnline coupled with an additional RM20 by maintaining a monthly average balance of RM500. Customers are reminded to enable their in-app notification to receive news on this new campaign.

The new AmOnline App is now available for download and update on iOS, Android and Huawei devices.

### **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 asset management services in unit trusts and real estate investment trusts.*

For more information, please visit [www.ambankgroup.com](http://www.ambankgroup.com)

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