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7 October 2026

AmBank Group Unveils Restored and Reimagined Kelawei Flagship Branch in Penang, Strengthening Its Commitment to Affluent Banking and Wealth Management

AmBank Group today marked a significant milestone in its wealth management journey with the grand launch of its Kelawei flagship branch, located along the distinguished Jalan Kelawei in the heart of George Town, as the Group continues to strengthen its capabilities and proposition to serve Malaysia's growing affluent segment.

As Malaysians become more affluent, their financial needs are also becoming increasingly sophisticated, creating greater demand for personalised advice, trusted relationships and comprehensive wealth management solutions. The Kelawei flagship brings together **AmBank SIGNATURE Priority Banking (AmSPB)** and **AmPrivate Banking** in a distinctive destination designed to respond to these evolving needs.

Set within a beautifully conserved Heritage Class 2 Bungalow, the new flagship destination brings together the character and craftsmanship of Penang's rich architectural heritage with a contemporary and elevated banking environment designed around the evolving needs of affluent clients.

The grand launch was celebrated at a gala evening event, marking a new chapter in AmBank's commitment to serving Penang's affluent banking market and providing clients with a more personalised, private and elevated banking and wealth management experience.

Issued by Media Relations Unit, Group Corporate Communications & Marketing, AmBank Group
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The distinctive branch concept reflects AmBank's focus on deepening relationships with affluent clients by bringing together trusted advisory, personalised service and comprehensive wealth solutions to help clients build, preserve and grow their wealth across different stages of their financial journey.

Located along one of George Town's distinguished heritage corridors, Jalan Kelawei has long been associated with the city's unique blend of history, culture and craftsmanship. Recognising the distinctive character and potential of the property, AmBank undertook a thoughtful transformation of the building, preserving its heritage character while introducing contemporary elements suited to modern private banking.

The result is a destination where heritage architecture meets contemporary banking excellence, creating an environment that places privacy, personalisation and meaningful client experiences at its core.

Cheong Chee Wai, Managing Director of Retail Banking, AmBank Group, said the Kelawei flagship underscores AmBank's commitment to raising the bar in affluent banking by combining human connection with a more sophisticated and personalised approach to wealth management.

"Our affluent clients are looking for more than financial products. They value trusted advice, convenience, privacy and a banking relationship that understands their aspirations and their individual circumstances. The Kelawei flagship has been designed around precisely that philosophy," said Cheong.

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Goh Wee Peng, Managing Director of Group Wealth Management, AmBank Group also commented on the synergy offered at the Kelawei flagship branch : “Through AmBank SIGNATURE Priority Banking and AmPrivate Banking, we are bringing together dedicated relationship management, personalised banking and wealth solutions in a distinctive setting that reflects the calibre of our clients and the quality of experience we aspire to deliver. Kelawei gives us an important platform to deepen relationships with existing clients while welcoming a new generation of affluent Malaysians to the AmBank SIGNATURE and Private Banking experience.”

A Heritage Address, Reimagined

The transformation of the Kelawei property is rooted in the belief that every address carries a story.

As part of George Town’s heritage landscape, the historic buildings along Jalan Kelawei reflect the generations of history, culture and craftsmanship that have shaped Penang’s identity.

AmBank’s restoration and transformation of the Heritage Class 2 Bungalow gives the building a revitalised purpose, while respecting its architectural character and heritage significance.

The new flagship embodies the philosophy of **“A Heritage Reimagined”** – where timeless architecture meets contemporary excellence, and where heritage meets innovation.

Every aspect of the destination has been designed around personalised experiences, trusted relationships and premium wealth solutions, providing

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clients with an environment in which they can connect, engage and experience banking beyond the ordinary.

Exclusive Campaign for Kelawei AmSPB Clients

To commemorate the launch of the Kelawei flagship, AmBank has also introduced a special **AmBank SIGNATURE Priority Banking campaign running from 1 August to 31 December 2026**, offering a range of personalised banking solutions accompanied by exclusive rewards.

The campaign features four key offers:

- **AmSPB Acquisition Campaign:** Customers who sign up for AmBank SIGNATURE Priority Banking membership will receive one unit of the **24K Gold Leaf Luxury Body Care Series Gift Set**.
- **AmSPB Golden Wealth Campaign:** New-to-Wealth customers who invest in Unit Trust / Shariah-Compliant Unit Trust or Structured Product can receive either **1g or 2g of gold**, based on their qualifying tier. In addition, two eligible winners will stand to win a **10g of gold** as special bonus prizes, subject to the campaign's terms and conditions.
- **Current or Savings Account Sign-Up Gift:** Customers who open a new primary Current or Savings Account/-i with a minimum Fresh Funds deposit of **RM5,000** will receive an **AmBank Aman Camel Plushie**.
- **Bancassurance/Bancatakaful Sign-Up Gift:** Customers who sign up for Bancassurance or Bancatakaful with a minimum annual premium/contribution of **RM30,000** will receive an exclusive **Travel Kit Set**.

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The campaign is designed to complement the launch by giving AmSPB clients an opportunity to discover AmBank's suite of wealth and banking solutions while enjoying exclusive benefits.

Bringing Kelawei to Life

Ahead of the grand launch, AmBank also brought the heritage façade of the Kelawei flagship to life through a specially curated **projection mapping show from 4 to 6 October 2026, from 7.30pm to midnight**, with the show continuing on the grand launch evening.

The immersive visual presentation transforms the historic building into a canvas that tells the story of Penang's heritage and AmBank's journey in reimagining the property for a new era of banking.

Through light, imagery and contemporary visual storytelling, the projection mapping experience celebrates the meeting of heritage and innovation - culminating in the unveiling of **AmBank Jalan Kelawei: A Heritage Reimagined**.

With the launch of the Kelawei flagship, AmBank further strengthens its commitment to delivering differentiated and personalised banking experiences for affluent clients in Penang, while creating a distinctive destination that honours the city's heritage and looks confidently towards its future.

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.

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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 RM22 billion as at 31 March 2026.

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

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