



AmBank Group

MEDIA RELEASE

16 February 2026

AmBank Ushers in Chinese New Year 2026 with Heartwarming Brand Film Inspired by the "Bai Jia Bei" Tradition

In celebration of Chinese New Year 2026, AmBank Group has unveiled a touching brand film inspired by the timeless Chinese tradition of the Bai Jia Bei (Hundred Family Quilt), bringing to life its enduring belief that "Tradition lives on when built together."

At the centre of the film is the powerful symbolism of the Bai Jia Bei, a quilt lovingly stitched together from fabric pieces contributed by many families. Each patch carries blessings, hopes, and a touch of love. Over time, it becomes more than a blanket; it represents a community coming together to protect and nurture the next generation.

For AmBank, the tradition serves as a meaningful metaphor for how progress, legacy, and shared prosperity are built , not by one, but by many.

"The Bai Jia Bei idea captured something deeply familiar to all Malaysians," said **Shazman Shahid, Head of Group Corporate Communications & Marketing, AmBank Group.** "Different fabric pieces, different stories, but stitched together with love. It felt like a reflection of Malaysia itself - diverse, layered, and stronger because of it. The patchwork lion in the film wasn't just a visual; it symbolised how many hands and hearts shape something that lasts."

Issued by Media Relations Unit, Group Corporate Communications & Marketing, AmBank Group
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A Story of Collective Care and Continuity

The film draws a parallel between the communal effort behind a Bai Jia Bei quilt and the way traditions, and futures, are sustained through collective care. Each stitch mirrors the relationships, support systems, and shared effort that shape communities across generations.

Through this narrative, AmBank transforms its brand message from a statement into a story, one rooted in togetherness, continuity, and partnership between individuals, families, and businesses.

Bringing the Vision to Life

The film was conceptualised by Skribble Group, the lead creative agency responsible for developing the core idea, narrative direction, and emotional arc of the story. From early ideation to storyboarding, Skribble carefully translated the thematic link between togetherness and tradition into a compelling visual framework.

Bringing the story to screen was OLE VP Studio, which led production and visual execution. Directed by Yim Wai Lup (Yim), the film adopts an intimate and grounded storytelling style, avoiding overly stylised treatment in favour of authenticity and warmth.

Filming took place in Kuala Kubu Bahru, Selangor, chosen for its nostalgic small-town charm. The shophouse location, with its textured surfaces, natural lighting, and lived-in feel, created a familiar setting reminiscent of many Malaysians' hometown memories. The collaboration between creative and production teams ensured the film preserved its emotional sincerity while achieving cinematic depth.

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A Lion Reimagined Through Many Stories

A key visual centrepiece of the film is a lion dance costume reimagined through the Bai Jia Bei concept.

Rather than constructing an entirely new lion from scratch, the production team transformed an existing lion costume within days. Two lion dance costumes were used during filming - one for a pivotal paint-spillage scene, and another that was stripped down and rebuilt. The second lion's head and body became the foundation for a patchwork transformation, layered and stitched together using an assortment of fabrics.

Each fabric panel symbolised a different household, heritage, and story - reflecting the diversity of Malaysia itself. The resulting lion became more than a festive icon; it embodied protection built through collective care.

The blend of textures and colours illustrated how differences, when woven together, create something stronger and more meaningful - mirroring the way communities support one another in real life.

Reflecting How AmBank Serves Malaysians

Beyond festive storytelling, the film reflects how AmBank sees its role in the lives of Malaysians.

In the same way each fabric piece in a Bai Jia Bei carries a blessing, every customer represents a dream, a family, or a business striving to build something better. Whether supporting a young adult opening their first account, helping a

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family purchase a home, or financing a growing enterprise, AmBank's role often lies in life's quieter but defining milestones.

"For many, the bank is there during the quiet but important milestones - opening a first account, planning for a home, growing a small business," added Shazman. "These are everyday steps, but they build futures for families and communities. It's never about one big moment; it's about steady support over time. In that sense, the story in the film and the role AmBank plays come from the same place - believing that the things that truly last are built together, bit by bit, by all of us."

As Malaysians usher in the Year of the Fire Horse, AmBank's Chinese New Year 2026 film serves as a timely reminder that traditions endure not because they are preserved by one, but because they are carried forward by many.

The film is now available on AmBank Group's official digital platforms.

About AmBank Group

AmBank Group is a leading financial services group with over 50 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 RM18 billion as at 31 March 2025.

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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