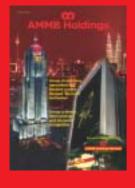
Corporate Mission

"To entrench our position as a

premier financial services group

providing innovative products

and ServiceS to its customers"



Cover Rationale

Maximising results for greater growth and increased efficiency is the substance of the AmBank Group's business.

Hence, new solutions are continually shaped by bringing together extraordinary resources, people and ideas with one goal in mind - prioritising customer service to provide innovative products and convenient services.