

Corporate Mission

“To entrench our position as a premier financial services group providing innovative products and services to our customers.”

Cover Rationale

The cover is warmly bathed in red and yellow as both colours are corporate colours of the AmBank Group.

Energy, strength, power and courage are represented by red; while yellow signifies enthusiasm, creativity, encouragement and stimulation.

The combined energy of red and the intellect of yellow symbolises strength and endurance.