

Our Philosophy



The strategies we follow and the actions we take are all aligned to value creation for all our stakeholders.

The AmBank Way

A Culture of Excellence and Professionalism

Customer Priority

Our clients are our reason for existence. We are committed to them and we will strive to provide outstanding service to all our customers.

Integrity

Integrity and honesty are paramount in everything we do when we conduct our business. We will treat all our business partners and competitors with unwavering grace and honour.

Speed and Creativity

We strive to be fearless, responsive and nimble in our approach to doing business. We are not afraid to pioneer new ideas and approaches.

Quality

Any output or deliverable we produce serves to represent the AmBank Group. We know we must never compromise on what we need to do to preserve the reputation of the Group.

Initiative

We are empowered to take responsibility for what we do, going the extra mile and applying sound judgement in the process.

Vision and Goal-Orientation

We are a winning team. Our victories and goals are achieved through a strong sense of purpose, ownership and commitment.

Teamwork

Teamwork is the essence of our success. We willingly come together in formal and informal teams, valuing our colleagues and cooperating wholeheartedly with them.

Open-Mindedness

The spirit of open communication is important to us. We will give and receive criticism constructively. We will always treat each other with respect and good humour.

Self-Realisation

We will coach, develop and mould our people to allow them to realise their highest potential. We will facilitate their ability to meaningfully contribute to the AmBank Group.

History and Recent Corporate Developments

The AmBank Group has enjoyed considerable success over the last three decades. Together, we have built one of the largest and fastest-growing financial institutions in the country.



Our Early History

Tracing our early history, Arab-Malaysian Development Bank Berhad (AMDB) was incorporated on 5 August 1975 as a joint venture between Malaysian Industrial Development Finance Berhad (55.0%), Arab Investments for Asia (Kuwait) with a 33.0% shareholding, and the National Commercial Bank (Saudi Arabia) holding 12.0%.

We commenced operations on 1 April 1976, with a staff of four, occupying one floor at the Hong Leong Building in Jalan Bandar, Kuala Lumpur. Today, we have grown into a Group with a staff strength of 9,280.

Two years later in 1978 we moved to Bangunan Dato' Zainal in Jalan Melaka, where we soon occupied six floors. Our next big move was in 1986, when we relocated to our present corporate headquarters in Jalan Raja Chulan.

Tan Sri Dato' Azman Hashim, with whom the Group has been synonymous, first emerged as a major shareholder in AMDB, when he purchased the 55% shareholding held by MIDF on 22 April 1982, and later in the year the remaining shareholding held by the Arabs.

The Bank changed its name in December 1983 to Arab-Malaysian Merchant Bank Berhad (AMMB), a name by which we were known for nearly three decades until our recent rebranding in June 2002.

What's unique about us is that we're the only banking group that has its roots as a merchant bank. In line with our aspirations to provide a full range of financial services to our customers, we have over the years either acquired the necessary operations or established subsidiary companies to provide the services. However, the missing piece was always the commercial banking licence.

Since the Malaysian banking legislation does not permit a merchant bank from holding a commercial banking subsidiary, AMMB completed a major restructuring exercise in 1992, with AMMB Holdings Berhad emerging as the holding company of the Group.

Only then, were we able to fulfil our ambitions on 1 August 1994, with the establishment of AmBank Berhad to acquire the commercial banking branch operations of Bank of America Asia (HK) Limited in Malaysia, operating under the name of Security Pacific Asian Bank.

Our next major expansion came with the acquisition of the finance company operations of MBf Finance Berhad in June 2002, and together with this, the Group undertook a major rebranding exercise, adopting the vibrant red and yellow colours, and changing our name to "AmBank Group".

Our history over the first two decades was filled with a string of "Firsts", as we blazed the trail of innovation, and introduced new products and services to meet the diverse needs of our customers.

Although the last Asian crisis in 1998 impacted many of the corporations in Malaysia, including the AmBank Group, we have now emerged as a much stronger institution. We have reorganised and streamlined our business operations into investment banking, retail and commercial banking, Islamic banking and the insurance business. We have also strengthened our processes, procedures and risk management standards. Having consolidated our position in the Malaysian financial services industry, we have now set our sights on regional expansion.

In 1994, we unveiled our corporate promise "**Together, We Can Do Anything**", an affirmation that we are committed to providing innovative solutions for our customers. However, in today's competitive environment, as customer service has become the key enabler for success, our corporate promise too has evolved to "**Customer F.I.R.S.T**". This is our promise, that YOU, our Customer is at the centre of everything we do.

Today, with our extensive nationwide branch network, ATMs, and internet banking services, we can truly say that the AmBank Group, as the fifth largest financial services group in the country, is only a phone call or a click away.



- The Group acquired the remaining 30.0% shareholding of AMFB, making it a wholly owned finance company subsidiary.

1983

- The Group established a credit and leasing company, Arab-Malaysian Credit Berhad.

1976

- The Group commenced operations on 1 April 1976 as a joint venture comprising Arab and Malaysian shareholders.

1977

- The Group acquired a 70.0% shareholding in Malaysian Industrial Finance Company Limited (MIFCL), which was later renamed Arab-Malaysian Finance Berhad (AMFB).

- AMFB, became the first private sector institution in Malaysia to issue public bonds – RM20.0 million 8.5% Guaranteed Bonds 1987, listed on the KLSE. The Bonds, guaranteed by the Bank, marked a new chapter in the history of private sector fund raising in the capital markets.

1982

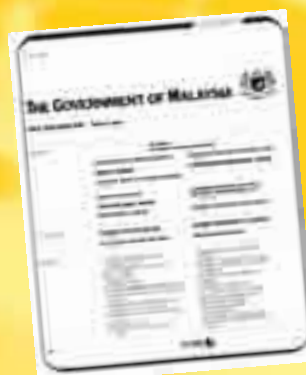
- Tan Sri Dato' Azman Hashim acquired 100.0% shareholding in the Group.

1984

- The Group launched the first venture capital company to undertake private equity investments – Malaysian Ventures Berhad.
- The Group arranged the first leveraged lease facility in the country for Sistem Televisyen Malaysia Berhad – TV3.

1980

- AMMB co-lead managed the US\$200.0 million, 12-Year Syndicated Term Loan for the Government of Malaysia.
- AMMB initiated the formation of Malaysian Kuwaiti Investment Company Sdn Bhd, a joint venture between Perbadanan Nasional Berhad and Kuwait Real Estate Investment Consortium and Public Institution for Social Security, Kuwait.
- AMMB acted as Adviser to Kuwait Real Estate Investment Consortium, Singapore.





1987

- On 22 January 1987, AMMB launched the first unit trust to invest 90.0% in Malaysian Government securities, called the Arab-Malaysian Gilts to provide tax-exempt income to individual investors on their short term funds.
- In July 1987, AMMB launched the AMIGOS (Arab-Malaysian Individuals' Government Securities) programme to enable retail investors to invest in government securities.
- AMMB sponsored the establishment of The Malaysia Fund Inc, a closed-end investment fund listed on the New York Stock Exchange, to invest in equities of Malaysian companies listed on the KLSE. The Malaysia Fund raised US\$87.0 million.

- AMMB completed its Government assigned study on the privatisation of Jabatan Telekom.
- In 1984, the Group acquired Arab-Malaysian Insurance Berhad (AMIB), a general insurance company formerly known as Teguh Insurance Company Sdn Bhd.

1985

- The Group acquired Perima Assurance Berhad, a life insurance company. Both the life and general insurance companies were later merged in 1987, holding composite insurance licences, and the entity's name changed to Arab-Malaysian Eagle Assurance Berhad (now known as AmAssurance Berhad).

1986

- The Group acquired a stockbroking firm, Kris Securities Sdn Bhd, now known as AmSecurities Sdn Bhd.
- The Group relocated to its corporate headquarters in Jalan Raja Chulan.
- In December 1986, Antah Holdings Berhad and the Tokai Bank Limited, Japan acquired 20.0% shareholding each in the Group.
- Launched Arab-Malaysian Unit Trusts Berhad, to manage unit trust funds.





1988

- AMMB became the first merchant bank to be listed on the KLSE.
- AMMB was appointed as Adviser to the Government to formulate the National Privatisation Masterplan.
- AMMB launched the first equity unit trust fund, called the Arab-Malaysian First Fund.

1989

- On 21 April 1989, AMMB together with the Nikko Securities Co. Ltd Tokyo and the International Finance Corporation, Washington launched a US Dollar denominated unit trust fund, The Malaysia Growth Fund, aimed primarily at Japanese investors.
- On 28 September 1989, Arab-Malaysian Property Trust became the first property trust to be listed on the KLSE.



1990

- AMMB was appointed as Adviser and Managing Underwriter for the floatation of Telekom Malaysia Berhad.
- AMFB acquired First Malaysia Finance Berhad.

1991

- In July 1991, the Group acquired a 49.0% equity stake in Fraser International Pte Ltd, the holding company of Fraser Securities, Singapore.
- AMMB, in collaboration with The Nikko Securities Co. Ltd in Japan, sponsored the establishment of Malaysia Fund (Labuan), the first offshore unit trust fund in the Federal Territory of Labuan.
- Incorporation of AMMB Holdings Berhad, as the vehicle for the implementation of a corporate restructuring scheme. Pursuant to the restructuring scheme, AMMB Holdings Berhad became the holding company of the Arab-Malaysian Banking Group, and assumed the listing status of AMMB.
- Arab-Malaysian Finance Berhad, the Group's finance company, was listed on the KLSE.
- Establishment of AMMB Labuan (L) Ltd to provide offshore funds management.



1992

- AMMB Holdings Berhad (AHB) won the Asian Management Award for Financial Management from Asian Institute of Management.

1993

- AMMB launched Tabung Ittikal Arab-Malaysian, the first Islamic Unit Trust Fund on 12 January 1993.
- AMMB was Co-Manager of General Electric Corporation's US\$300.0 million Dragon Bonds Issue.
- AMMB acted as Manager and Arranger for the RM240.0 million Syndicated Credit Facility for construction of Menara Kuala Lumpur.

1994

- On 1 August 2004, the Group ventured into commercial banking with the acquisition of the Malaysian operations of Security Pacific Asian Bank Limited from Bank of America (Asia) Limited. Commencement of commercial banking operations under Arab-Malaysian Bank Berhad.





1995

- On 1 April 1995, AMMB International (L) Ltd commence offshore banking operations in Labuan, the first merchant bank to offer offshore banking services.
- AMMB Futures Sdn Bhd commenced futures broking business.

1996

- AMMB Holding Berhad's annual report won the 'Overall Award for the Most Outstanding Annual Report' for six consecutive years from 1991 to 1996 in the NACRA competition
- Macquarie Bank Limited, Australia acquired 30.0% shareholding in AMMB Futures Sdn Bhd.
- Transferred the portfolio funds management business of AMMB into a separate subsidiary company, AMMB Asset Management Sdn Bhd.

- Macquarie Bank Limited, Australia acquired 30.0% shareholding in AMMB Assets Management Sdn Bhd and Arab-Malaysian Unit Trust Berhad.
- The 1996 Far Eastern Economic Review Survey of Asia's 200 Leading Companies ranked AMMB first in the overall category of "Innovative in Responding to Customer Needs" and third in terms of "Overall Leadership".

1997

- Visa International awarded the AmBank Al-Tasrif VISA Card the "1996 Member Excellence Award for the Most Creative Card Programme in Asia".
- AMMB Securities (HK) Limited commenced stock broking operations in Hong Kong.
- The Group's website was awarded the 'Internet Website of the Year' for 1997 by the Association of Computer Industry Malaysia (PIKOM).



1998

- AMFB acquired the assets and liabilities of Abrar Finance Berhad, in line with the Government's plan to consolidate the industry.
- AMMB received 'Derivatives OTC National Award' from Malaysian Monetary Exchange Berhad.

2000

- CFO Asia selected AMMB Holdings Bhd Annual Report FY2000, as one of the top three annual reports in Malaysia.



“Our success is not based on any one product, but is based on the ability to deliver a full-service capability.”

– Tan Sri Dato’ Azman Hashim
Chairman, AmBank Group



2001

- AMFB acquired MBf Finance Berhad.
- AmBank and AMFB together with the State Government of Selangor Darul Ehsan, launched Tabung Perumahan Ehsan, a special housing loan scheme for the lower income group in the State.

2002

- Merger of Arab-Malaysian Finance Berhad and MBf Finance Berhad, following the vesting of the assets and liabilities of AMFB into MBf Finance Berhad. MBf Finance Berhad changed its name to AmFinance Berhad. AMFB was converted into a holding company.



- Re-branding and changing of the name from “Arab-Malaysian Banking Group” to “AmBank Group” with new Group corporate colours of vibrant red, representing prosperity and good fortune and bright yellow symbolising commitment and unity – reflect our new corporate identity and herald the transformation towards a more customer-centric organisation.

2003

- Bangunan AmFinance, now known as Menara AmBank, was officially launched by the former Prime Minister, Tun Dr Mahathir Mohamad.

2005

- Completed privatisation of AMFB Holdings Berhad.
- Listed AmInvestment Group Berhad on Bursa Malaysia on 18 May 2005, the Group’s investment banking operations.

- On 1 June 2005 the merger of AmBank and AmFinance took place to create AmBank (M) Berhad, the sixth largest domestic bank in the country.

2006

- In January 2006, AmPrivate Equity, a private equity fund, was launched.
- On 10 March 2006 Insurance Australia Group Limited, Australia acquires 30.0% shareholding in AmAssurance Berhad.
- On 16 February 2006, AIGB and ARA Asset Management (Malaysia) Limited (ARA) entered into a joint venture to manage a Real Estate Investment Trust.
- On 20 April 2006, Am ARA REIT Managers Sdn Bhd was incorporated with AIGB holding 70.0% equity and ARA 30.0%, to manage the AmFIRST REIT to be listed on Bursa Malaysia.
- On 1 June 2006, AmIslamic Bank commenced operations, with the vesting of the Islamic assets and liabilities of AmBank into a separate subsidiary company.

