

## **Press Release**

14 January 2009

**AmBank launches Family First Solution**

AmBank (M) Berhad recently launched its all-in-one financial solution which offers a full suite of products and services to meet every aspect of a family's financial needs called Family First Solution.

The product was officially launched by YB Dato' Sri Dr Ng Yen Yen, Minister of Women, Family and Community Development and YBhg Tan Sri Dato' Azman Hashim, Chairman of AmBank Group, at a shopping centre in Bandar Utama, Petaling Jaya.

With Family First Solution, families can now manage their day-to-day finances with a transactional account called Everyday Account, fulfil their dreams of opening up to 10 Special Savings Account which gives high returns and finance purchases with attractive Home and Auto Financing packages and credit cards.

Family First Solution also helps to protect one's family with the right protection plans and will writing services, invest for the future by putting one's investment into both medium and long-term goals, plan and achieve financial returns through tips and ideas from Life Guides and financial tools and save more with special offers from exclusive brands.

"The concept of Family First Solution is a commendable programme as it encourages planning, saving and financial management within the family, therefore helping families achieve their financial goals within their budget," said Dato' Sri Dr Ng Yen Yen, Minister of Women, Family and Community Development.

"Family First Solution can play an important role in managing family's expenses and at the same time, realising their financial objectives without compromising on their day-to-day budget," added Tan Sri Dato' Azman Hashim, Chairman of AmBank Group

The Everyday Account is a Current Account for daily transactional needs and it comes with a Family First card with ATM functionality which entitles the holder to special discounts and privileges from various brands such as Nokia, KFC and Firefly among others.

With an option to open up to 10 accounts, the Special Savings Account is linked to the Everyday Account and each account can be named according to one's own savings goal. Example, Car account, LCD TV account and Holiday account.

For Family First members, they can ask for the Family First Home Solution to finance their home if they wish to do so. Special rates and privileges apply for members only.

Family First Solution members will also obtain consolidated statement for both Everyday Account and Special Savings Account to allow easy monitoring of their savings and expenditure.

To make Family First Solution members to be financial savvy, they can use the financial tools to plan and also manage their expenditure easily. The financial tools available are the budget planners, online calculators, which are designed to determine how much one needs to save or forecast savings over a period of time and money measure, an informative analysis of one's budgeting, spending and savings habit. All these tools are available at [www.familyfirst.com.my](http://www.familyfirst.com.my)

Members can also learn more about how to manage their lives via Life Guides series, an informative guide mapped to one's life stages and filled with tips and practical ideas. This is also available at [www.familyfirst.com.my](http://www.familyfirst.com.my)

### **About AmBank (M) Berhad**

AmBank (M) Berhad, part of the AmBank Group, is a one-stop financial hub, which provides a full range of retail and business banking products and services. Driven by innovation and a commitment to top customer service, the Group recently entered into a strategic partnership with the Australia &

New Zealand Banking Group Limited (ANZ), one of Australia's leading banks. AmBank Group is now poised to take advantage of ANZ's wide network and regional presence as well as its international banking expertise. For more information, please visit [www.ambg.com.my](http://www.ambg.com.my)

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