

PressRelease

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AmBank launches AmGenie, latest Mobile Banking Solution

AmBank yesterday launched its latest mobile phone banking solution called AmGenie which is a unique, multi-channel solution where users would be able to access their bank accounts through four different platforms - AmGenie@WEB, AmGenie@WAP, AmGenie PRO and AmGenie SMS.

The above platforms have been designed to cater up to 85% to 90% types of mobile phones in the market and will not be dependent on any telco service providers. It provides a menu driven list of services for all its four platforms and customers need not remember short codes and complicated steps to use this mobile service.

"With the tagline 'Your Mobile Banking WISH is our COMMAND', AmGenie is expected to cater to a wide range of the mobile phone users," said Datuk Mohamad Azmi Mahmood, Managing Director, Retail Banking, AmBank (M) Berhad.

"From the normal man on the street, to working professionals, AmGenie is developed in such a way that everyone can easily understand and use it. The low cost of usage is also expected to attract device savvy customers in the 25-40 age bracket who are avid users of mobile services," added Datuk Azmi.

By using a menu driven system, AmGenie provides an additional simple and convenient channel for banking transactions. The range of services offered in AmGenie includes balance inquiry, transaction history, funds transfer, InterBank GIRO, bill payment, loan repayment, cheque order, stop cheque request, rates inquiry and branch and ATM locator.

Besides the banking services mentioned above, the AmGenie PRO application offers additional value added services, such as summons checking, stock exchange monitoring, prayer time enquiries and many more.

AmGenie's underlying security includes phone verifications, password and ID access with 256-bit SSL encryption, which will ensure safe and secure banking transactions.

"AmGenie promises a convenient, efficient and cost effective way to do mobile banking. The future of banking is now available for all our AmBank Customers. With AmGenie, it is friendly, simple and convenient and is the perfect solution for conducting banking transactions without the need at going to the Bank. This new channel touch-point becomes more important and useful when customers are faced with mitigating circumstances that might require them to do their banking from home," said Datuk Azmi.

To sign up for this service, customers just have to register for AmBank's Internet Banking service and contact their telcos to activate their mobile phones for WAP/GPRS/EDGE/3G access. They can then access AmGenie by logging directly at amgenie.com

For customers who would be using AmGenie services regularly and want to keep track of all transactions made via AmGenie, they can download a small AmGenie PRO programme into their mobile phone. After the initial download, all the subsequent transactions via AmGenie Pro will save customers some money, as the packet size of the transaction is small and will be under RM0.15 to RM0.20 per

complete transaction assuming it is one sen for one kb standard telco charges.

Datuk Azmi also added that they are also providing customers with a web version of this service by logging onto amgenie.com via their PC's web browser. This web version has a virtual handphone that allows customers to try out the service. This is also an option for customers in areas without high Internet bandwidth access".

For mobile phones without data packet connection, customers can use AmGenie SMS by downloading AmGenie SMS, with its user-friendly features, at AmBank Group's official website.

Existing AmBank Internet Banking customers will just need to use their existing Internet Banking password and ID to access to this service via their mobile phone.

To promote this new mobile banking solution, AmBank will be launching campaigns and marketing activities in the coming months, starting with the "Sign-up and Usage Contest". By signing-up for AmGenie, customers are automatically eligible to get a free gift. Besides that, customers who use AmGenie are in the running to win attractive electronic gadgets, such as the new PS3 slim, mobile phones, iPod and a laptop.

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.ambankgroup.com.

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