



AmBank and Rakuten Online Shopping Partner to Enhance Online Buying

Banking on e-commerce to drive transaction growth and provide value to customers

KUALA LUMPUR, January 30, 2013 – AmBank (M) Berhad and Rakuten Online Shopping today announced a long-term partnership agreement with [Rakuten Online Shopping](#) to implement a series of joint promotions on the e-commerce platform. The partnership agreement is part of AmBank’s strategy to capitalise on e-commerce as one of the key growth sectors within the retail banking unit to drive transaction growth.

Through joint promotions with Rakuten Online Shopping, AmBank customers are encouraged to take their shopping online and enjoy a wide range of rewards such as prize giveaways from top Rakuten Online Shopping merchants and Rakuten SuperPoints. The partnership will involve up to six joint promotions throughout the contract period, which lasts for one year, starting February 1, 2013.

“With this partnership with Rakuten Online Shopping, we aim to grow our online transaction to 20 per cent by the end of the year from 10 per cent of total AmBank customers conducting e-commerce transactions currently. The partnership with Rakuten Online Shopping is also part of our ongoing investment in strengthening our foothold in the e-commerce landscape. Our decision to partner with Rakuten Online Shopping represents a significant milestone for us,” said Wong Jee Seng, Senior General Manager, Financial Solutions, Retail Banking, AmBank (M) Berhad. “We believe Rakuten Online Shopping is the right partner for us to broaden our opportunities in the Internet market and provide more value to our AmBank customers,” he added.

To kick-off the partnership, Rakuten Online Shopping has integrated AmBank into its payment facility. Customers can now make direct payments for their purchases via AmOnline or any AmBank credit cards. AmBank is also launching their first joint promotion, “AmOnline-Rakuten Shop & Win”, where each purchase over RM13 entitles customers to enter for a chance to win attractive prizes sponsored by a Rakuten Online Shopping key merchant Best Denki, such as the Panasonic 50” LED TV, Samsung Galaxy S3, and Asus Nexus 7 Tablet. The promotion starts on February 1, 2013 and ends on March 31, 2013.



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Rakuten.com.my
Online Shopping

“The collaboration with AmBank is a pioneering step for Rakuten Online Shopping,” said Rakuten Online Shopping’s President and Chief Executive Officer Masaya Ueno. “Our vision is to create the top e-commerce ecosystem in Malaysia and part of that is offering a variety of convenient and secure payment options. At Rakuten Online Shopping, we aim to make online shopping reliable, seamless and rewarding for customers. Malaysians can expect more value when shopping with Rakuten Online Shopping as we extend more exciting cross promotions and brand partnerships.”

Rakuten Online Shopping officially launched in Malaysia on November 1, 2012 and currently offers over 30,000 goods across a diverse mix of product categories, including consumer electronics, computer and IT, healthcare, fashion apparels, jewellery and accessories. Many top local and international retailers have launched shops on the online shopping mall, including Senheng Electric, Best Denki, CARiNG Pharmacy, Toys ‘R’ Us, and Poh Kong among others. Rakuten Online Shopping aims to provide consumers for a “Shopping is Entertainment” experience and is one of the fastest growing e-commerce sites in Malaysia. The parent company of Rakuten Online Shopping is Rakuten, Inc., Japan's top internet services company and one of the world's largest e-commerce companies.

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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 entered into a strategic partnership with the Australia & New Zealand Banking Group Limited (ANZ), one of Australia’s leading banks.

AmBank Group is poised to take advantage of ANZ’s wide network, regional presence as well as its international banking expertise. For more information, please visit www.ambankgroup.com.

About Rakuten

Rakuten, Inc. (JASDAQ:4755), is one of the world’s leading Internet service companies, providing a variety of consumer- and business-focused services including e-commerce, e-reading, travel, banking, securities, credit card, e-money, portal and media, online marketing and professional sports. Selected by Forbes as 7th among the World’s Most Innovative Companies of 2012, Rakuten is expanding globally and currently has operations throughout Asia, Western Europe, and the Americas. Founded in 1997, Rakuten is headquartered in Tokyo, with over 10,000 employees worldwide. For more information, visit <http://global.rakuten.com/corp/>.



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