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AmBank Group launches the AmBank-MyKasih Community Programme in Pulau Pinang for the Second Time

AmBank Group today launched the AmBank-MyKasih Community Programme in Pulau Pinang which is seeing the third year of its implementation. In total, AmBank Group has allocated a total of RM1 million annually for this programme and currently, has committed to 13 locations, including Bayan Baru, Pulau Pinang.

The first AmBank-MyKasih Community Programme in Pulau Pinang was held in 2009. The 13 locations are Sentul and Cheras, Kuala Lumpur, Rifle Range and Bayan Baru, Pulau Pinang, Pandan Jaya, Klang, and USJ, Selangor, Ayer Keroh, Melaka, Kuala Krai and Kubang Krian, Kelantan, Menggatal and Sandakan, Sabah, and Kuching, Sarawak.

AmBank Group first teamed up with MyKasih Foundation in November 2009 in which they sponsored 100 lower-income families in Sentul, Kuala Lumpur. The success and efficiency of the MyKasih food-subsidy system have inspired AmBank Group to continue supporting MyKasih.

"A project such as this helps to meet our objective to play an effective corporate role as a socially responsible corporate citizen. AmBank Group is very happy to be given the opportunity to participate in a community project like this which addresses real needs, is of real value while delivering sustainable benefits," said Tan Sri Azman Hashim, Chairman, AmBank Group.

"When we look at contributions to the underprivileged and the hardcore poor, we are looking at ensuring that the contributions do reach the intended

recipients and that they enjoy visible and tangible benefits. The funds will ultimately reach the family members directly not in cash but in the form of essential goods they purchase from selected retailer. AmBank Group has committed RM104,000 to 50 families in Penang," added Tan Sri Azman.

MyKasih Foundation is a charity organisation that aims to help underprivileged Malaysians through food aid and education regardless of race, religion and descent. The uniqueness of the MyKasih programme is in the technology that drives its welfare distribution.

Food aid recipients use their Mykad to draw upon a bimonthly allowance to shop, select and pay for essential items at partner retail outlets. Likewise, student beneficiaries use their Mykad-linked student smartcard to buy food and drinks at the school canteen, as well as books and stationery at the school bookshop.

Present during the launch that day, MyKasih Foundation Managing Director Jeffrey Perera said, "We would like to thank AmBank Group for selecting MyKasih as a community partner in AmBank's CSR initiatives and for their support in poverty eradication efforts through the MyKasih 'Love My Neighbourhood' programme."

MyKasih Foundation Chairman and Co-Founder Dr Ngau Boon Keat added, "AmBank Group was among the first organisation to partner with MyKasih in delivering food aid to the poor using technology and we hope they will serve as an inspiration for others to come on board this philanthropic journey."

This project gives AmBank Group the opportunity to participate in a sustainable community programme that will reach to the people in need. The recipients will be the main beneficiaries without any intermediaries. Hence, they get to enjoy the contributions in a straightforward process.

AmBank-MyKasih Community Programme also manages a series of courses designed to suit the needs of the recipient family members. Volunteers from donors' organisations and NGOs help conduct basic financial literacy courses

aimed at helping adult family members to manage their finances as well as boosting their budgeting skills.

"As one of the main components in the AmBank-MyKasih Community Programme, we have also incorporated financial literacy sessions whereby participating families will attend talks conducted by volunteers who will share their expertise and knowledge in financial management. As part of our commitment towards sustaining our CSR initiatives, this will provide the fundamental building blocks for the development of society," said Tan Sri Azman.

MyKasih relies entirely on donations from the public and corporate bodies, which are tax exempted, to help fund the food aid programme for the underprivileged. The AmBank-MyKasih Community Programme has been a success and recipients are pleased to have the opportunities to make their own purchasing decisions. With the launches in Ayer Keroh, Melaka; Kuching, Sarawak; Kota Bharu, Kelantan; Kota Kinabalu and Sandakan, Sabah; Subang Jaya, Selangor and Klang Valley previously, approximately more than 950 households are now the beneficiaries of this programme.

AmBank Group continuously plays a CSR role for the community at large, irrespective of race, creed or religion in the form of cash contribution to deserving charitable causes.

About AmBank Group

The AmBank Group is one of Malaysia's premier financial services groups with leadership positions in the retail banking, commercial banking, investment banking and insurance sectors. With an established history and a track record of customer focus and innovation, the AmBank Group continues to serve its customers with a wide range of innovative products and services.

AmBank Group provides banking and financial services which include loans, advances and financing, deposit services, credit cards, remittance services, foreign exchange, Islamic banking services (through our wholly-owned subsidiary, AmIslamic Bank) as well as life and general insurance.

Adding greater value to the one-stop financial hub is its partnership with Australia & New Zealand Banking Group (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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About MyKasih Foundation

MyKasih Foundation is a non-profit organisation that aims to help poor and needy Malaysians through its food distribution, financial counselling and training programmes.

MyKasih pioneered a new way of getting food aid to the poor and needy. With just a swipe of their MyKad, more than 100,000 poor families nationwide are getting free food items from stores near their homes. They can even choose when and what to buy from 10 categories of items up to RM80 each month. The scheme, implemented by the MyKasih Foundation, allows the poor to buy the basic necessities such as rice, bread, cooking oil, biscuits and milk by keying in a unique PIN into a card-reader at the payment counter. MyKasih then electronically pays the retailer within 48 hours of the purchase.

MyKasih Programme is a private initiative with collaboration between MyKasih Foundation and many philanthropic organisations namely DIALOG, Petronas, Ambank, Sime Darby, Technip, ConocoPhillips, Langsat Terminal One, Murphy Oil and Mubadala Oil & Gas and many others.

The Founders of MyKasih Foundation are the Executive Chairman of Dialog Group Berhad, Dr Ngau Boon Keat and his wife. DIALOG funds most of the operational costs of the Foundation and the technology supporting the MyKasih Programme is developed by ePetrol Holding, a subsidiary of DIALOG.

To find out more about MyKasih, please visit www.mykasih.com

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