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Press Release

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I AmBanking on a Better Journey: AmBank Unveils New Retail Banking Website, AmBank.com.my

AmBank has unveiled its new retail banking website, AmBank.com.my, on Wednesday, 15 January 2014. Designed with a fresh new look, and user friendly navigation, this website is updated with the latest information about AmBank Group's newest products and services. On top of that, the new look is now mobile responsive which carries equal functionality via various mobile devices and tablets.

As this is AmBank Group's first retail banking website, it aims at encouraging customers to find their way through the posted content easily via a better navigation and customer journey. At every section of the website, whether it is featuring products or promotions, customers can easily enquire or submit their details to indicate their interest in a product.

Paul Lewis, Managing Director, Retail Banking, AmBank (M) Berhad said, "This customer-centric platform will see more exciting features in the future. At AmBank Group, we are banking on a better journey and experience for all, and this is one of the initiatives being launched as part of the recent AmBank Group Brand Repositioning campaign."





“We recently launched, on Malaysia Day, our new brand proposition with a new tagline – ‘Your Bank. Malaysia’s Bank. AmBank.’ – where we will endeavour to be closer to all Malaysians, meeting their financial goals and needs,” added Mr Lewis.

All corporate and other information will still be made available via AmBank Group’s existing website – ambankgroup.com

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