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Press Release

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Kelab AmBank Group celebrates Chinese New Year with Bao En Shi (Anning) Old Folks Home and Orphanage

AmBank Group through its sports club, Kelab AmBank Group ("KAG") today organised a Chinese New Year treat for 90 children, youth and senior citizens from Bao En Shi (Anning) Old Folks Home and Orphanage in Ipoh, Perak.

The charity event brought joy and smiles to the children and the senior citizens as they were all presented with a cash contribution and also goodie bags. The children were then ushered for a Chinese New Year shopping session in Giant Hypermarket, Bercham, Perak followed by a sumptuous lunch at their home where they were entertained by a clown. They also celebrated the popular custom of Yee Sang where all people around the dining table toss the ingredients high in the air with joyful exclamations of "Loh Hey" ("toss high"). The significance of the tossing is to wish for abundant luck and happiness for all. The enjoyment of Yee Sang during Chinese New Year is an age-old custom steeped in the tradition and culture of the Chinese people in this country.

This charity programme falls under the AmKasih Programme which is the Group's platform for its Corporate Social Responsibility (CSR) sustainable development initiatives. The AmKasih Programme focuses on "reaching out to the community" and serves as an umbrella for all AmBank Group's CSR efforts to help the community.

"We are honoured to organise today's Chinese New Year celebration for these 40 children and 50 senior citizens from Bao En Shi (Anning) Old Folks Home and Orphanage" said Syed Anuar Syed Ali, President Kelab AmBank Group, who is





also the Senior General Manager, Group Corporate Communications and Marketing, AmBank Group.

He also stressed that projects such as these are important in bringing awareness on the importance of caring for these senior citizens and children from the charity homes - allowing them a chance for a better future and at the same time fostering closer relationships between KAG members and the underprivileged community. This is in line with the club's objective of giving back to the society and the group's philosophies of reaching out to the community.

The AmBank Group continuously plays a CSR role for the community at large, irrespective of race, creed or religion as we contribute to the sustainable development of the community within which we operate. This approach has been and will continue to be the mainstay in our philosophy on to community care programmes. A project such as this helps to meet our objective of playing an effective corporate role as a socially responsible corporate citizen.

For further information, please contact Syed Anuar Syed Ali, Senior General Manager, Group Corporate Communications & Marketing, AmBank Group at Tel: 03-2036 1703 or email at sasa@ambankgroup.com

