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Media Release

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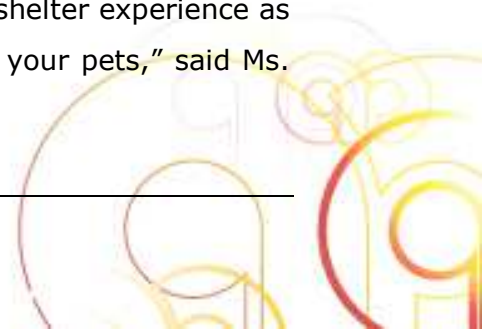
Malaysian Independent Animal Rescue (MIAR) receives RM 8,888 in AmBank Group's #MalaysianHeroes Campaign

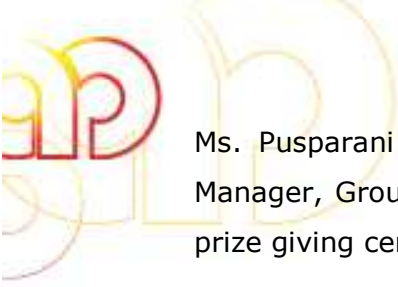
The Malaysian Independent Animal Rescue ("MIAR") has won RM8,888 after garnering the highest number of votes from fellow Malaysians and has emerged on top in AmBank Group's #MalaysianHeroes campaign.

The #MalaysianHeroes campaign which ran from 17-26 January 2014, was aimed at creating awareness on the efforts carried out by local charity organisations as well as nurturing support from the masses and to help homegrown Malaysian Heroes in their noble cause. The Moving Minds Challenge is a competition organised by Moving Walls to provide companies with opportunity to create a socially engaging campaign brought to life through B-SQUARE, the largest solid state outdoor interactive screen located at Jalan Bukit Bintang that was launched recently.

MIAR, a non-profit organisation established in 2011 which aims at helping strays in need and saving abused animals, came out top with 21,324 votes and was awarded the prize money of RM8,888 as support for their noble cause.

"I am grateful and at the same time, overwhelmed by the support I am receiving from the public for the sacrifice that my team and I put in to help these strays. At the Malaysian Independent Animal Rescue, we do what we do out of love, dedication as well as compassion. We want to build awareness in the hearts of Malaysians to stop the abuse that most of the strays at our shelter experience as well as advocating the public on the importance of speying your pets," said Ms. T. Pusparani, Founder of MIAR.





Ms. Pusparani accepted the prize from Syed Anuar Syed Ali, Senior General Manager, Group Corporate Communications and Marketing, AmBank Group at a prize giving ceremony held at Menara AmBank on behalf of MIAR.

Throughout the period of the campaign, the public were given the opportunity to support and vote for the charity organisation that they believe in, where at the end of the campaign, AmBank Group gives RM8,888 to the Good Samaritan with the majority of votes to help with their cause.

The five organisations that were part of this initiative were Global Street Missions, PERTIWI Soup Kitchen, HOPE Place, OrphanCARE and Malaysian Independent Animal Rescue (MIAR).

Malaysians are encouraged to continuously support in causes and charity organisations that they believe in by logging on to <http://hati.my> where they will find a list of independent and non-profit charity organisations and programmes.

About AmBank Group

Established in August 1975, AmBank Group is one of the largest banking groups in Malaysia by market capitalisation and comprises AMMB Holdings Berhad (a public listed company on the Main Market of Bursa Malaysia Securities Berhad), and its subsidiaries – AmBank (M) Berhad, AmIslamic Bank Berhad, AmInvestment Bank Berhad, AmInvestment Group Berhad, AmGeneral Insurance Berhad, AmLife Insurance Berhad and AmFamily Takaful Berhad.

The Group provides a wide range of both conventional and Islamic financing and related financial services, including retail banking, commercial banking, transaction banking, corporate and institutional banking, investment banking, funds management, markets, as well as underwriting of general insurance, life insurance and family takaful.

AmBank Group's core philosophy incorporates a deep-seated commitment to the satisfaction of its wide range of customers, with numerous customer-focused initiatives at the heart of communication and interaction with all customer groups. The Group is committed to providing new and innovative products and services to its customers, leveraging the synergy of its strategic partnership with the Australia and New Zealand Banking Group (ANZ), one of Australia's leading banks.

For more information, please visit www.ambankgroup.com

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