



**AmBank Group**

Your Bank. Malaysia's Bank. AmBank.™

## **Press Release**

---

---

7 June 2014

### **AmBank Group launches the AmBank-MyKasih Community Programme for the second time in Menggatal, Sabah**

AmBank Group today launched the AmBank-MyKasih Community Programme for the second time in Menggatal, Sabah, committing RM52,000 annually which will benefit a total of 50 families.

Previously, AmBank Group also did the same in 2010. Other than Menggatal, the Group has also committed RM104,000 for 100 families in Sandakan since 2011 on a yearly basis.

Every year, the AmBank Group allocates a sum of RM1 million for this programme and currently, has committed to 14 locations which 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, Kuala Terengganu, Terengganu, Menggatal and Sandakan, Sabah, and Kuching, Sarawak.

"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 the real needs and of real value while delivering sustainable benefits," said Tan Sri Azman Hashim, Chairman of AmBank Group at the launch. He was accompanied by Jeff Perera, Managing Director, MyKasih Foundation and Syed Anuar Syed Ali, Senior General Manager, Group Corporate Communications and Marketing, AmBank Group.





“When we help the underprivileged and the hardcore poor, we are looking at ensuring that the contributions 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 retailers. AmBank Group has committed RM52,000 to these new 50 families in Menggatal. We are also extending this programme for the previous 50 families for another year,” 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 of RM40 (RM80 per month) 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.

Also present during the launch that day, MyKasih Foundation Managing Director Jeff Perera said, “We would like to thank AmBank Group for choosing MyKasih Foundation as a partner for AmBank’s corporate responsibility initiative in rendering assistance to low-income households under the MyKasih ‘Love My Neighbourhood’ programme.”

“AmBank Group was among the first donor organisations to partner with MyKasih in delivering food aid to the poor using technology. We sincerely hope that this initiative will serve as an inspiration to 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 are also planning to start 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 Syed Anuar.

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 Rifle Range and Bayan Baru, Pulau Pinang, Ayer Keroh, Melaka; Kuching, Sarawak; Kota Bharu, Kelantan; Kota Kinabalu and Sandakan, Sabah; Subang Jaya, Selangor and Klang Valley previously, approximately more than 1000 households are now the beneficiaries of this programme.

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.

### **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 major subsidiaries – AmBank (M) Berhad, AmIslamic Bank Berhad, AmInvestment Bank Berhad, AmInvestment Group Berhad, AmGeneral Insurance Berhad, AmMetLife Insurance Berhad and AmMetLife Takaful Berhad.

The Group provides a wide range of both conventional and Islamic financing and related financial services, including retail banking, wholesale banking as well as underwriting of general insurance, life assurance 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](http://www.ambankgroup.com)

---

***For media enquiries, please contact Syed Anuar Syed Ali, Senior General Manager, Group Corporate Communications and Marketing, AmBank Group at tel: 03 2036 1703 or via email at: [sasa@ambankgroup.com](mailto:sasa@ambankgroup.com)***

### **About MyKasih Foundation**

MyKasih Foundation is a charity organisation that aims to help underprivileged Malaysians through food aid and education. The uniqueness of the MyKasih programme is in the technology that drives its welfare distribution. The MyKasih 'Love My Neighbourhood' food aid programme and the MyKasih 'Love My School' student bursary scheme run on an efficient cashless payment system developed by ePetrol Systems Sdn Bhd, which uses the chip technology of the Malaysian identity card, the MyKad and MyKasih smartcard to disburse welfare aid to target beneficiaries.

MyKasih relies entirely on donations from the public and corporate bodies, which are tax exempted, to help fund the above welfare programmes for the underprivileged. For more information, visit [www.mykasih.com](http://www.mykasih.com) or email [info@mykasih.com](mailto:info@mykasih.com).

For further information kindly contact:

**Ashkiah Abdul Manap**

**Corporate Communications**

**MyKasih Foundation**

Contact Number: Tel: 03 79551199

Email: [ashkiah@mykasih.com](mailto:ashkiah@mykasih.com)

