



**AmBank Group**

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## Press Release

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25 June 2014

### **AmBank launches Raya YouTube Channel**

AmBank (M) Berhad became the first financial institution to launch its Raya themed YouTube channel called the AmBank Raya YouTube Channel today which is a dedicated channel featuring over 1000 Ramadan-Raya related content ranging from food, recipes, fashion, beauty tips, music among others.


Billed as the *largest Raya themed channel in South East Asia*, this channel will run from 25 June 2014 until 29 August 2014 and was created for audience and customers who are looking for all these contents on YouTube for convenience.

In an exclusive partnership with Google which owns YouTube, AmBank is the first financial institution to partner on a scale such as this and Google only collaborates on such partnerships once a year.

"We are delighted to be working hand-in-hand with YouTube on this exciting partnership which will bring Malaysian viewers over 400 videos that they can enjoy throughout this festive period until 29 August 2014. As the second largest search engine in the world today, YouTube has attracted millions of Malaysians to watch, be entertained and learn anything they want at anytime. We have seen significant growth of this trend in the past and even more so during Ramadan and Raya period," said Paul Lewis, Managing Director, Retail Banking, AmBank after launching the channel with Sajith Sivanandan, Managing Director of Google Malaysia.

"People are indeed looking for content and offers as they prepare for the upcoming festive. It is our hope as Malaysia's Bank for Malaysians to be able to enjoy all new and relevant seasonal content with their family and friends during this special time," he added.





"We are excited about AmBank's announcement today, just in time for the culturally important annual Puasa and Hari Raya period," said Sajith Sivanandan, Managing Director of Google Malaysia.

"For YouTube in Malaysia, our fervent wish is for Malaysians to be able to easily access all the relevant seasonal content they enjoy with family and friends during this special time. Being able to showcase quality content by Malaysian creators makes it all the more special," he added.

At the launch, the new AmBank Raya YouTube Channel which was created by AmBank, was previewed which also featured a fun, colourful, one of its kind sing-along Raya song.

### **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)

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