



Press Release

20 November 2014

Little Things Mean Everything by AmBank

AmBank launched the #givealittle movement today, offering customers and the community chances to experience the warm and caring culture that defines AmBank.

“At AmBank, we believe that sometimes, it is easier to start with just going a little bit out of your way to help others. We were inspired by the many positive movements that exist globally, notably, the Random Acts of Kindness foundation and also the simple act of helping one another. These movements are based on the premise that doing an act of kindness randomly can leave a lasting impression and inspire others to do the same,” said Mr Ganesh Kumar Nadarajah, Executive Vice President, Financial Solution, Retail Banking, AmBank (M) Berhad.

“We started off by handing out drinking water to hydrate our fellow Malaysian during their workout, passing out umbrellas to shade pedestrians from the hot sun, and giving out recycled bags on a no plastic bag day. Perhaps little actions like these that reflect Malaysian’s caring nature can help bring a smile to someone’s face and brighten their day. We hope others may be inspired to join us in giving a little,” he added.

From now till 31 January 2015, AmBank is calling for individuals to submit their stories on what they can do to make someone’s day at www.givealittle.my.

The other ways that AmBank is giving back during this period is through its special product offers that gives a little bit more interest/*ibra'* rates on its fixed/term deposits and AmStar Extreme current accounts. There are also many chances to win cash prizes up to RM395,000 through the #givealittle deposit contest.

Watch AmBank's #givealittle videos on www.youtube.com/ambanktv and visit www.ambank.com.my, call 03-21678888 or drop by any of AmBank Group's 177 retail branches nationwide to find out more.

About AmBank Group

The AmBank Group is one of Malaysia's premier financial services groups with leadership positions in the retail banking, commercial banking, investment banking and insurance sectors. With an established history and a track record of customer focus and innovation, the AmBank Group continues to serve its customers with a wide range of innovative products and services.

AmBank Group provides banking and financial services which include loans, advances and financing, deposit services, credit cards, remittance services, foreign exchange, Islamic banking services (through our wholly-owned subsidiary, AmIslamic Bank) as well as life and general insurance.

Adding greater value to the one-stop financial hub is its partnership with Australia & New Zealand Banking Group (ANZ), one of Australia's leading banks. AmBank Group is now poised to take advantage of ANZ's wide network and regional presence as well as its international banking expertise.

For more information, please visit www.ambankgroup.com

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