



**AmBank Islamic**

**Your Bank. Malaysia's Bank. AmBank Islamic.**

## **Press Release**

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18 May 2015

### **AmIslamic Bank is now rebranded as AmBank Islamic**

In a move to harmonise the linkage of the Islamic brand under the umbrella brand of the AmBank Group, the "AmIslamic Bank" brand is now rebranded to "AmBank Islamic". Correspondingly, the legal entity name will also be changed from AmIslamic Bank Berhad to AmBank Islamic Berhad.

Since its launch in 2006, AmBank Islamic has positioned itself as the Islamic brand under the AmBank Group with its distinctive hues of green and red. Pursuant to this rebranding exercise, the logo colours have been unified with the AmBank Group brand colours of red and yellow.

"The main objective of this rebranding exercise whilst it realigns with the AmBank Group mother brand, will also enable the AmBank Group to position its Islamic brand more prominently in the Islamic finance industry. AmBank Islamic will continue to be customer centric in all the things that we do, while serving the diverse needs of our customers, be it investment, commercial, retail banking or insurance," said Tan Sri Azman Hashim, Chairman, AmBank Group.

The rebranding will also enhance the streamlining of conventional and Islamic offerings by the AmBank Group, leveraging specifically on the brand equity of "AmBank".

"The new AmBank Islamic brand is also in line with the Group's push to be among the leading financial institutions in Islamic finance and to concurrently make us the bank of choice in the Islamic banking industry," added Tan Sri Azman.





### **About AmBank Islamic Berhad**

AmBank Islamic Berhad ("AmBank Islamic") is the full-fledged Islamic banking subsidiary of AmBank Group. Established in May 2006, AmBank Islamic has built a solid reputation in serving the banking needs of businesses and individuals since its beginnings as AmBank Group's Islamic Banking Division in 1993.

Being the first-to-market in the region through numerous product innovations, AmBank Islamic provides a wide range of Shariah-compliant retail banking, business banking and related financial services, which also include investment advisory as well as treasury products. Striving to be the premier Islamic bank of choice, AmBank Islamic continues to grow by providing our customers a complete range of innovative Shariah-compliant financial solutions.

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