



AmBank Group

Your Bank. Malaysia's Bank. AmBank.™

Press Release

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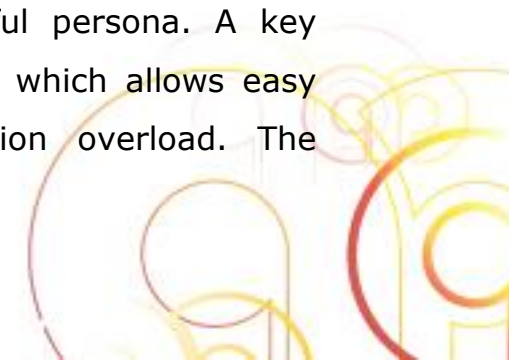
AmBank (M) Berhad Wins 'Website of the Year – Malaysia'


AmBank (M) Berhad won the 'Website of the Year – Malaysia' award for its Retail Banking website, ambank.com.my at the 2015 Asian Banking and Finance Retail Banking Awards held recently in Singapore.

A first for AmBank, the Asian Banking and Finance Retail Banking Awards honours Asian banks who rise above the rest with groundbreaking strategies and unparalleled services in retail banking. Launched only in January last year, ambank.com.my has also won the 'Order of Excellence for Best Innovative Idea or Concept' award at the 2014 PMAA Dragons of Malaysia Awards.

"In our efforts to drive innovation and digitalisation of retail banking services at AmBank, we will continuously strive to enhance the bank's current digital banking capabilities and services (both web and mobile channels) to better engage with customers by offering them a holistic banking experience via different channels," said Datuk Mohamed Azmi Mahmood, Acting Group Managing Director, AmBank Group.

The Retail Banking website is a customer centric platform with a clean, clear and user-friendly interface. The modern images and colours reflect a nurturing, dutiful, caring, professional and successful persona. A key winning factor is the simplicity of its website design which allows easy navigation and minimises confusion and information overload. The





website is constantly updated with the latest information on AmBank's products and services. The website is also mobile enabled, providing 'anytime, anywhere' services which are especially useful for customers on the go.

About AmBank Group

AmBank Group is one of Malaysia's premier financial solutions Groups with nearly 40 years of legacy in understanding Malaysian customers and provides a wide range of both conventional and Islamic financial products and services, including retail banking, wholesale banking, as well as the underwriting of general insurance, life assurance and family takaful.

The Group's mission of "Connecting, Growing and Outperforming" accentuates our commitment in connecting with customers, people as well as stakeholders and the Group's continuous initiatives in growing to further cement our position in the industry as we aspire to exceed expectations by consistently outperforming. This mission underpins the Group's vision as Malaysia's preferred diversified, internationally connected financial solutions group. The repositioning of our brand – "Your Bank. Malaysia's Bank. AmBank." portrays us as a modern Malaysian diversified financial solutions partner that understands and meets the diverse needs of modern Malaysians.

The Group receives strong support from the Australia and New Zealand Banking Group ("ANZ") (one of Australia's leading banks) particularly in Board and senior management representations, risk and financial governance, products offering and new business development. In the general insurance business, the Group has partnered with Insurance Australia Group Ltd ("IAG"). In the life assurance and family takaful businesses, the Group has on 30 April 2014 sealed a strategic partnership with MetLife International Holdings Inc. ("MetLife"). The Group continues to benefit in terms of expertise transfer from IAG and MetLife.

AMMB Holdings Berhad is a public listed company on the Main Market of Bursa Malaysia.

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