

14 December 2016

AmBank launches #JoyFortuneLove Credit Card Campaign

AmBank (M) Berhad today launched its latest credit card campaign #JoyFortuneLove where two cardholders stand a chance to win an Audi TT 2.0 TFSI each as the Grand Prize with every RM50 spent in a single receipt using their AmBank credit card.

Besides the two Audi TT, there are also 30 Samsung GALAXY S7 Edge phones as Monthly Prizes and RM50 Cash Back Daily Prizes throughout the five months campaign period. To enter, cardholders simply need to register their interest to participate via a one-time SMS and every spend of RM50 in a single receipt earns them one entry, and with every cumulative spend of RM1,000, cardholders will be rewarded with additional 10 entries. Cardholders can also get 10 entries for every new approved card or Payment Plan such as AmFlexi-Pay, Easy Payment or Balance Transfer/ Quick Cash Plan.

“What better way to reward our customers for banking with us than to give them the opportunity to drive home in an Audi TT 2.0 TFSI? No forms or slogans required. It is that simple and easy to win your very own Audi,” said Dato’ Sulaiman Mohd Tahir, Group Chief Executive Officer, AmBank Group.

The objective of this campaign is to reward our cardholders by providing exciting rewards in line with the theme of the campaign. The campaign theme, Joy, Fortune and Love is synonymous with the season of joy and giving during Christmas, good fortune during Chinese New Year and the celebration of love and friendship during

Valentine's day. Such, giving more reasons for our valued cardholders to use their AmBank credit card during this year-end holiday and festive season.

Further, to increase our digital footprint and reach, there is also a month long digital engagement on AmBank's Facebook to promote the #JoyFortuneLove campaign whereby netizens are encouraged to post and share their most creative comments and pictures related to the campaign theme. Responses received from the first two weeks have been overwhelming.

The #JoyFortuneLove campaign will end on 31 March 2017 and is open to all new and existing customers aged 18 years and above who have a Credit Card with AmBank and AmBank Islamic.

For further details on this campaign, please visit www.ambank.com.my

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 solutions and services, including retail banking, wholesale banking, as well as the underwriting of general insurance, life assurance and family takaful.

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 a 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 the holding company of AmBank Group and is a public listed company on the Main Market of Bursa Malaysia.

For more information, please visit www.ambankgroup.com

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