



AmBank Group

Media Release

8 December 2017

AmBank Opens New Signature Priority Banking Centre

AmBank (M) Berhad (AmBank) today opened its latest Signature Priority Banking Centre at Bangunan AmBank Group in Jalan Raja Chulan, Kuala Lumpur, with a refreshed branch model designed as a one stop centre catered to its Priority Banking Customers.

The new Signature Priority Banking Centre would enable customer to conduct their banking or have a financial portfolio created and reviewed in a conducive environment by their dedicated AmBank Relationship Manager together with its team of investment consultants.

“The opening of our seventh Signature Priority Banking Centre further demonstrates our commitment to serving our customers’ banking needs and bringing it to a new level of customer experience,” said Tan Sri Azman Hashim, Chairman, AmBank Group.

“We are witnessing a significant growth in the number of priority customers as the customer base grow and we are certainly looking forward to serve them in a pleasant and conducive banking environment,” said Dato’ Sulaiman Mohd Tahir, Group Chief Executive Officer, AmBank Group.

"We are looking at building a strong franchise by focusing on the Priority segment and have witnessed a significant growth in less than a year. Our AmBank Signature Priority Banking customer base has increased with a growth percentage of 383% from 13,301 priority customers in December 2016, to 64,313 as at October this year. Out of 175 AmBank branches nationwide, at least 10 branches have a base of more than 1,000 priority customers," said Jade Lee, Managing Director, Retail Banking, AmBank (M) Berhad.

"We realise that a strong and loyal customer database in the priority customer segment can increase the bank's business and revenue. Hence, our customer value proposition includes a full suite of wealth management products and Portfolio tool to provide a differentiated investment strategy as well as to increase the customers' asset under management. On top of that, our Relationship Managers (RMs) and our Investment Consultants will assist Priority customers in meeting their financial needs," added Jade.

In addition to that, AmBank Priority Banking customers will be eligible for the AmStar account promotion, which is a specially designed current account where customers can earn up to 3.18% on their daily transaction account. The promotion is open for all AmBank Priority Banking customers nationwide until 31 December 2017, whereby priority customers are required to open the AmStar account with an initial deposit of RM10,000 and maintain monthly average balance of RM10,000 to receive RM88 cash back.

As part of AmBank's digital journey, the centre will be equipped with teller tablets which will enable financial transactions to be performed efficiently and paperless. The teller tablet initiative will significantly reduce the overall turnaround time and improve customers' experience. The usage of Mobile Application Terminal (MAT) will also be available which will enable customers to apply for auto loans and get instant approval for their applications.

The new and modern designed Signature Priority Banking Centre was officially opened by Tan Sri Azman Hashim, accompanied by Dato' Sulaiman Mohd Tahir, Jade Lee along with the AmBank Group Senior Management and staff.

The AmBank Signature Priority Banking Centre at Bangunan AmBank operating hours are from 9.00 am to 4.30 pm from Monday to Thursday and 9.00 am to 4.00 pm on Friday.

About AmBank Group

AMMB Holdings Berhad is the holding company of AmBank Group and has been listed on the Main Market of Bursa Malaysia since 1988. It is the sixth largest banking group by assets in Malaysia, with a market capitalisation of around RM14 billion and assets of RM134.8 billion at 31 March 2017.

AmBank Group is one of Malaysia's premier financial solutions groups with 42 years of experience in supporting Malaysians in their economic development. AmBank Group offers a wide range of both conventional and Islamic financial solutions and services, including wholesale banking, retail banking, investment banking, underwriting of general insurance, life assurance and takaful, stock and share broking, futures broking, investment advisory and management services in assets, real estate investment trust and unit trusts.

The Group's purpose to help individuals and businesses in Malaysia grow and win together shows our renewed vision to support and empower our customers and our people to achieve their aspirations. This purpose underpins the Group's holistic "Top Four" Aspiration, focused on sustenance, improvement and growth in key segments and products as well as our role as an Employer. AmBank Group – a modern Malaysian diversified financial solutions partner that understands and meets the diverse needs of modern Malaysians.

AmBank's Digital Journey is about making banking an easy, simple and fast experience for its valued customers across all touch points; branches, telephone, machines, online, mobile or even right in their lifestyle-ecosystem wherever and whenever they need to perform a banking transaction. The Group is now accelerating the next phase of its digital capabilities with a Group-Wide digital roadmap that focuses on integrating its services into the daily lives of its customers in an innovative and practical manner. In its latest offering, AmBank is the pioneer bank to introduce Malaysia's first Digital Auto Finance Instant Approval service, through the Mobile Application Terminal (MAT).

The Australia and New Zealand Banking Group (ANZ) is the most substantial shareholder in the AmBank Group (holding 23.8%) and provides support in Board and senior management representations, risk and financial governance, products offering and new business developments. 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 benefits in terms of expertise transfer from IAG and MetLife.

For more information, please visit www.ambankgroup.com

For further information, please contact Syed Anuar Syed Ali, Head, Group Corporate Communications and Marketing, AmBank Group at Tel: 03-2036 1703 or email at sasa@ambankgroup.com