



**AmBank Group**

**Media Release**

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16 April 2018

## **AmBank introduces the All-New AmOnline for Enhanced Internet Banking Experience**

AmBank (M) Berhad continues to intensify its digital banking experience and services for its valued customers with the launch of its enhanced internet banking platform, the all-new AmOnline held on 13 April 2018 at Bangunan AmBank Group.

With a fresh new look; the all-new AmOnline provides an easy, simple and fast online banking experience. Transacting features include funds transfer, bill payments and JomPay, prepaid mobile top ups, credit card and loan payments, foreign remittances, eFixed Deposits and more, within a minimalistic design to get the job done in just a few clicks. The all-new AmOnline had a soft-launch in August 2017, followed by a customer feedback survey. In October 2017, based on the encouraging soft launch and feedback, a full public release followed.

The all-new AmOnline is the first online banking platform in Malaysia to be equipped with a multi-lingual option, (in English, Bahasa Melayu and Chinese) which caters to the diverse background of our customers.

“Our vision for AmOnline is to create the best ecommerce-like experience of Banking, to allow customers to invest, gain access to financing and fulfil their end to end financial needs entirely online. Our online offerings are analytics backed to deliver an individually personalised and proactive experience of the right offer at the right time. We will pass through the reduced cost to serve in terms of better rates online to our customers. This will extend the promise of “Easy. Simple. Fast” to our online financial products and services,” said Dato’ Sulaiman Mohd Tahir, Group Chief Executive Officer, AmBank Group.

"We have seen our daily sign up rate double since we launched the new AmOnline, and since the past month it has tripled. As of March this year, we have a total of about 500,000 customer base. We are encouraged to see that our "Easy. Simple. Fast." premise is resonating well with our customers," said Jade Lee, Managing Director, Retail Banking, AmBank (M) Berhad.

In line with the vision to extend an analytics-backed, individually customised ability to avail financial needs online, AmOnline already includes the first of a series of "Quick Apply" services. AmBank's valued Credit Card customers (with exception of Debit, Prepaid Corporate, Commercial and Insurance Credit Cards), can consolidate other banks Credit Card Outstanding balances into their AmBank Credit Cards via the Quick Apply Balance Transfer feature. They also have direct access to get Cash to fulfil any needs from their AmBank Credit Cards. Applications can be made with just a few clicks on AmOnline. All Balance Transfer & Quick Cash applications submitted at AmOnline will be processed on the same day (before 2pm cut-off), with the funds disbursement made the next day.

"Customers are now able to apply for Balance Transfer and Quick Cash at their own convenience, anytime and anywhere, since AmOnline is accessible 24 hours a day and it is available in both Desktop Web as well as our Mobile Application. They no longer need to call in or walk into the branches," added Jade.

The upcoming features at AmOnline will see Cards Customers being able to increase their credit card limit and if they are eligible they can apply for a new / supplementary card online. Non-card customers will be able to apply for a Card. DIY-Wealth will enable online investing and management of investments.

"We found that over half our customers were accessing online banking from a mobile device. The new AmOnline was therefore built to deliver a deeply ergonomic and mobile-first experience. Our mobile app is responsive, optimised for the form factor and device capabilities of smartphones and is as comprehensive, if not more comprehensive than our web offering," said Datuk Iswaraan Suppiah, Group Chief Operations Officer, AmBank Group.

"We also have in store for a launch later this year, Ask Amy, our friendly, virtual customer service representative within the AmOnline mobile application. While

digital has been leading to significant customer experience improvements, the contact center experience has not changed much. We analysed the top reasons that customers call the contact center and with Ask Amy, we will progressively build out a digital-era alternative to fulfil these service requests,” he added.

The first release of Ask Amy in the second half of 2018 will address credit card services; with a broader and richer set of capabilities to follow thereafter.

To commemorate the press launch of the all-new AmOnline, AmBank will be offering e-Fixed Deposit promotion of 4.28%p.a. 8-month from 16 April 2018 to 31 May 2018 by applying promo code: LAUNCH during AmOnline e-Fixed Deposit placement. For more information on these campaigns, kindly visit <https://ambank.amonline.com.my/>

The all-new AmOnline mobile app is available for download on both iOS and Android platforms.

### **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. 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](http://www.ambankgroup.com)

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