



Press Release

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AmBank Group Launches New Redesigned Website & Mobile App – AmEquities

A Brand New Intuitive Digital Trading Platform That Makes Investing Convenient and Easy For the Mobile Era

AmBank Group today officially launched its new share trading website, www.amequities.com.my with a new, clean design, equipped with an easy, intuitive and consistent site-wide navigation. The new website gives improved usability for PC users and is fully mobile responsive. It can also be accessed through the AmEquities app which is available for both iOS and Android users via smartphones, tablets, and smart watches.

“The newly redesigned AmEquities platform allows customers who are increasingly digital savvy, to manage their investments anytime, anywhere on desktop or mobile. It is rich in functionalities including a “first-in-market” push notification for corporate actions which is based on customers’ portfolio and watchlist. This further complements the Group’s digital offerings and we hope to attract the millennials who are fast emerging as a new generation of investors,” said Dato’ Sulaiman Mohd Tahir, Group Chief Executive Officer, AmBank Group.

The AmEquities platform will be further developed in the upcoming second phase with a built in “live chat” feature which provides real time response from our helpdesk support team.

“The all-new website serves as a central platform for comprehensive investment experience for our customers. Amongst the key features of this website is our user-friendly trading platform, which enables users to track real time movements of their investments, while our diverse platforms with trading and analysing tools allow them to trade with ease,” said Seohan Soo, Chief Executive Officer, AmInvestment Bank Berhad.

“To make investing accessible for the millennial generation of traders, it is important to design for a less intimidating trading experience for them. Our new and enhanced AmEquities platform is eager to serve you across all your investment needs regardless of your investing experience and background,” added Seohan.

AmEquities is designed to cater for a seamless user experience for customers. The website offers functions such as push notifications for matched orders, stock alerts and the “first-in-market” corporate action function which is based on customers’ portfolio and watchlist. Besides that, it also features multi-dimensional views and multi-tabs for stock monitoring, real time streaming as well as market data and news. Users may also personalise their layouts with integrated trading tools.

On the education front, users get to experience empowering services by industry experts via seminars and webinars that provide current market analytics for free.

To sign up and for a free trial account, kindly visit www.amequities.com.my.

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 RM11.6 billion and assets of RM137.9 billion as at 31 March 2018.

AmBank Group is one of Malaysia’s premier financial solutions groups with over 43 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 Australia and New Zealand Banking Group (ANZ) is the biggest shareholder in the AmBank Group with a 23.8% holding and provides support with Board and senior management representation, risk and financial governance, product offerings 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

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