



AmBank Group

Media Release

9 December 2019

AmBank wins two awards from Visa

AmBank (M) Berhad was presented with two awards by Visa Malaysia for 'Highest Payment Volume (PV) Growth for eCommerce Spend' and 'Highest Payment Volume (PV) Growth for Co-Brand Card'.

Commenting on winning the two awards, Aaron Loo, Managing Director, Retail Banking, AmBank (M) Berhad said, "These awards are testament to the performance of AmBank Visa cards which recorded significant growth in spend. Since the launch of the AmBank BonusLink Visa credit card in March 2017, this co-brand card between AmBank, BonusLink and Visa has been very successful as evidenced by the sharp growth of its adoption and usage year on year."

"We will continue to focus on rewarding and engaging AmBank cardholders with card deals covering dining, shopping, travel, eCommerce and many more categories which are available via www.ambankspot.com, a one-stop shop for amazing AmBank card/-i deals. On top of that, our cardholders are actively engaged through our campaigns which offer attractive prizes," added Aaron.

AmBank started with only a handful of marketing partnerships with eCommerce brands back in 2017. Today, AmBank is collaborating with prominent eCommerce brands such as Agoda, dahmakan, Expedia, Hermo, Lazada, Shopee, ZALORA and more, offering discounts of up to 50 percent for cardholders who make purchases online.

"To further assist our cardholders in making the most savings from online purchases, AmBank adopts programmatic marketing when communicating the



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eCommerce brands' offers to its cardholders. We smartly target specific group of cardholders with relevant offers and ensure these offers are communicated to cardholders at the right time," said Adrian Tan, Head, Cards and Alternate Financing, Retail Banking, AmBank (M) Berhad.

Melvin Ooi, Chief Executive Officer, BonusLink said "We are extremely proud to be receiving such an important award from Visa. It is wonderful to receive recognition for a product that we have invested our time and effort in; making the AmBank BonusLink Visa Card an attractive proposition for all. I would like to thank AmBank and Visa for this great partnership. We would continue this collaborative journey together in bringing more exclusive rewards, deals and offers to our Members as well as values and insights to Partners."

Cardholders of AmBank BonusLink Visa Credit Card get to enjoy 10X BonusLink Points at participating BonusLink partners such as Shell and Parkson as well as dining, groceries, online and entertainment purchases for every RM20 spent. In addition, cardholders get to earn extra BonusLink points whenever they shop overseas with their card. From now until 31 December 2019, new cardholders who apply for any AmBank and AmBank Islamic Credit Card can earn up to RM500 cashback on their Principal and Supplementary card with a minimum spend of RM2,000.

On the campaign's front, AmBank is scheduled to launch the AmBank Visa Tokyo 2020 Cards Usage Campaign from 15 December 2019 till 15 April 2020, where AmBank Visa cardholders will stand a chance to win an all-expense paid trip as well as Business Class flight tickets to experience the Tokyo 2020 Olympic Games, in addition to other exciting prizes such as RM2,020 Cashback and the all-new Apple iPad. AmBank Visa cardholders will be in the running to win by spending a minimum of RM20 via PIN, Visa payWave (contactless), online and overseas spend transactions. For new AmBank Visa BonusLink Card approved during the campaign



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period, cardholders will also walk away with a limited edition Tokyo 2020 Olympic Games duffel bag, while stocks last.

For more information on AmBank credit cards and other ongoing AmBank campaigns as well as exciting deals, please visit www.ambank.com.my and www.ambankspot.com as well as our various social media platforms.



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About AmBank Group

AmBank Group is a leading financial services group with over 40 years of expertise in supporting the economic development of Malaysia. We have over three million customers and employ over 8,000 people.

The Group was listed on the Main Market of Bursa Malaysia in 1988. It is the sixth-largest banking group by assets in Malaysia, with a market capitalisation of around RM13.7 billion and assets of RM158.8 billion as at 31 March 2019.

AmBank Group serves over three million individual and corporate customers. It provides services in wholesale banking, retail banking, business banking, investment banking and related financial services which include Islamic banking, underwriting of general insurance, stock and share broking, futures broking, investment advisory and management services in assets, real estate investment trust and unit trusts.

For more information, please visit www.ambankgroup.com

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