



AmBank Group

MEDIA RELEASE

8 November 2021

AmBank supports Malaysian Fashion Industry at Kuala Lumpur Fashion Week 2021

AmBank is pleased to support Malaysian Fashion Industry as the Official Banking Partner. The KLFW 2021 ran for five days from 3 – 7 November 2021 at Pavilion Kuala Lumpur. The event features designs and the latest collections from over 48 local designers throughout the five daily runway shows.

Dato' Sulaiman Mohd Tahir, Group Chief Executive Officer of AmBank Group said "We are honoured to be part of this event as a sponsor, supporting and uplifting our talented local fashion designers. Throughout the years, KLFW has grown to become one of the most prestigious events in Malaysia which aims to showcase and promote our local heritage, creativity and diversity through fashion. It has also become an excellent platform to propel the local fashion industry to a global reach, especially after a tumultuous year."

Aaron Loo, Managing Director, Retail Banking added "As business sectors are gradually opening up while we navigate through the National Recovery Plan, it is especially crucial to support local business and traders. AmBank has been one of the key players in driving the growth of Malaysian SMEs. Our efforts go beyond providing financial assistance, we also offer SMEs opportunities to improve their capabilities and help them thrive in the post pandemic economy through our strategic partners.

Issued by Media Relations Unit, Group Corporate Communications & Marketing, AmBank Group
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For example, our collaboration with organisations from various sectors help to ensure SMEs stay ahead of the game by actively participating in the digital economy and transformation, which will open up a larger potential pool of customers. We are committed to continuously provide avenues and opportunities for local businesses to thrive in this challenging new era.”

In conjunction with Fashion Night Out on 6 November 2021, AmBank has unveiled “The Metal” card exclusively for its Signature Priority Banking clientele. “The Metal” card offers unparalleled privileges and features that meet the financial and lifestyle needs as well as feature curated experiences that will enhance the lifestyle of our Signature Priority Banking customers.

“The introduction of “The Metal” card is really about recognising our most valued customers and ensuring that their unique needs are met.” Aaron Loo, Managing Director, Retail Banking added.

Throughout the duration of KLFW 2021, AmBank cardholders can enjoy attractive deals including a 15% discount for curated runway collections and pieces, along with fresh new collections from various homegrown designers which will debut on a monthly basis during KLFW’s pop-up stores from January 2022 onwards.

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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 9,000 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 RM9 billion and assets of RM170.2 billion as at 31 March 2021.

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

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