



**AmBank Group**

## **MEDIA RELEASE**

15 February 2022

### **AmBank Group recognised for its customer on-boarding experience by The Asian Banker Malaysia Awards 2021**

AmBank Group has been awarded the "Best Digital Account Opening/Customer on-boarding initiative/Application 2021" by The Asian Banker Malaysia Awards 2021.

Dato' Sulaiman Mohd Tahir, Group Chief Executive Officer, AmBank Group said, "This award bodes well for our digital footprint, given our focus on delivering customer-centric solutions by leveraging on our digital capability thus allowing us to remain competitive amidst this fast-changing era of globalisation."

"By leveraging on AmBank's digital capabilities, we have further enhanced the AmOnline app to extend flexibility for our customers to facilitate their banking needs irrespective of time and space. We will continue to develop the app for a more intuitive banking journey, with security capabilities to ensure an overall smoother experience for our users," said Datuk Iswaraan Suppiah, Group Chief Operations Officer, AmBank Group.

Issued by Media Relations Unit, Group Corporate Communications & Marketing, AmBank Group  
Level 21, Bangunan AmBank Group, 55, Jalan Raja Chulan, 50200 Kuala Lumpur

03-2036 1703

[ambankgroup.com](http://ambankgroup.com)

AmBank

ambankmy

AmBankMY

**Customer Care:**

03-2178 8888

[customercare@ambankgroup.com](mailto:customercare@ambankgroup.com)



**AmBank Group**

## MEDIA RELEASE

"In May 2021, we launched a fully digital onboarding experience via our AmOnline app, eliminating the need to visit the bank branches. The development of the digital account opening was timely, amidst the on-going COVID-19 pandemic where we wanted our customers to be able to bank safely with us. We are truly honoured to be recognised for this feature," added Aaron Loo, Managing Director, Retail Banking, AmBank.

The adoption of e-KYC enables customers to open an account anytime and anywhere. The seamless, safe and secure mobile onboarding is made possible through AmOnline where it offers a step by step in-app guidance to complete self e-KYC by scanning MyKad and capturing a selfie for facial recognition. Customers will then be able to gain access to an array of banking services from the application.

The Asian Banker's awards is one of the industry's most prestigious recognition in reference to its rigorous criteria for innovativeness in retail financing in Asia Pacific, Central Asia, the West Asia and Africa.

Issued by Media Relations Unit, Group Corporate Communications & Marketing, AmBank Group  
Level 21, Bangunan AmBank Group, 55, Jalan Raja Chulan, 50200 Kuala Lumpur

03-2036 1703

[ambankgroup.com](http://ambankgroup.com)

AmBank

ambankmy

AmBankMY

**Customer Care:**

03-2178 8888

[customercare@ambankgroup.com](mailto:customercare@ambankgroup.com)



## AmBank Group

### MEDIA RELEASE

#### 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.

For more information, please visit [www.ambankgroup.com](http://www.ambankgroup.com)

---

For further information, please contact Syed Anuar Syed Ali, Executive Vice President, Group Corporate Communications and Marketing, AmBank Group at Tel: 03-2036 1703 or email at [sasa@ambankgroup.com](mailto:sasa@ambankgroup.com)

---

Issued by Media Relations Unit, Group Corporate Communications & Marketing, AmBank Group  
Level 21, Bangunan AmBank Group, 55, Jalan Raja Chulan, 50200 Kuala Lumpur

03-2036 1703

[ambankgroup.com](http://ambankgroup.com)

AmBank

ambankmy

AmBankMY

**Customer Care:**

03-2178 8888

[customercare@ambankgroup.com](mailto:customercare@ambankgroup.com)