



AmBank Group

MEDIA RELEASE

27 October 2022

AmBank partners BonusLink for a seamless digital account opening and loyalty point conversion

*The strategic partnership provides access for BonusLink Members to open an account digitally via BonusLink website or **BLINK** App*

AmBank has collaborated with BonusLink to facilitate its online account opening and BonusLink Point conversion-to cash via the latter's website and **BLINK** App.

Dato' Sulaiman Mohd Tahir, Group Chief Executive Officer, AmBank Group said "We recognize BonusLink's position as a pioneer in loyalty rewards programme and with this collaboration, we are excited to offer our customers with a suite of lifestyle features that comes with **BLINK**'s digital capabilities. It is part of our commitment in delivering a holistic customer value proposition by leveraging on collaborative culture and partnerships. Digital is a major thrust in AmBank's strategy, and we strive to be at the forefront of banking technology and continuously improving our customers' daily banking experience which includes going beyond banking to provide lifestyle benefits for our individual customers."

AmBank and BonusLink had launched a new feature last October that allows customers to link their BonusLink membership to AmOnline, BonusLink members can now redeem and convert their BonusLink Points instantly to cash and have it credited directly into their AmBank/AmBank Islamic Savings or Current Account in just a few taps. New to AmBank

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customers can now take this opportunity to earn up to RM60 worth of BonusLink Points when they apply for a AmPartner Current Account from **BLINK** App and BonusLink website today. The campaign is currently running from now until 31 December 2022

“Since its launch, this feature has gained significant traction with BonusLink Members, which boasts a database of over 900,000 **BLINK** App users. As of September 2022, over 100 million BonusLink Points were converted through the **BLINK** and AmOnline app. We hope this momentum continues to grow, especially as BonusLink continues to introduce new features and strategic partnerships to enhance its customer experience,” added Aaron Loo, Managing Director, Retail Banking, AmBank.

Launched in March 2017, the AmBank BonusLink Visa Credit Card boasts over 50,000 cardholders who can enjoy joint campaigns such as promotions to drive new-to-bank customer acquisitions and spending rewards for existing cardholders. New and current AmBank cardholders can apply for the AmBank BonusLink Visa Credit Card via AmOnline and stand a chance to earn up to 23,000 BonusLink points when the cards are approved, activated and upon spending.

Separately, AmPartner Current Account is a deposit account in partnership with BonusLink that rewards customers with high interest return of up to 0.3% p.a. Customers can also enjoy BonusLink Points on

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every Ringgit maintained in their account with a minimum monthly average balance of RM500.

From 1 November 2022 to 31 December 2022, all AmBank Debit Cardholders can earn RM15 cashback and extra 1,000 BonusLink Points with a cumulative spend of RM150. For AmBank customers who register through the BLINK App with referral code, B248519311 will get rewarded with 200 BonusLink Points.

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 more than RM12 billion as at 31 March 2022.

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, 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

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