



AmBank Group

MEDIA RELEASE

7 February 2023

Lucky customers of AmBank SIGNATURE Priority Banking wins all-expenses paid trip to London to catch the fabulous London Fashion Week 2023

Win a Trip to London Fashion Week Campaign marks another successful year with KL Fashion Week

In collaboration with Kuala Lumpur Fashion Week (KLFW), AmBank has announced the winners of the **"Win a Trip to London Fashion Week Campaign 2023"**. Three lucky AmBank SIGNATURE Priority Banking (AmSPB) customers walked away with a 3 Days 2 Nights (3D2N) trip to attend the London Fashion Week (LFW) which includes return Business Class flight tickets, hotel accommodation, a pre-event coaching session by Mr Andrew Tan, Founder of KLFW as well as two passes each to attend one of the LFW shows.

The winners are Tan Chin Hoeng from Kuala Lumpur, Norzalifah Binti Zainal from Johor and Pang Guat Goh from Perak.

Aaron Loo, Managing Director, Retail Banking, AmBank said, "I would like to express my deepest gratitude to the winners and all our valued customers for their loyalty and endless support to AmBank SIGNATURE Priority Banking in making this campaign a success. Our partnership with KLFW has allowed us to bring to our clients a once in a lifetime experience to attend exclusive fashion shows around the world."

Issued by Media Relations Unit, Group Corporate Communications & Marketing, AmBank Group Level 46, Menara AmBank, 8, Jalan Yap Kwan Seng, 50450 Kuala Lumpur

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He added, “The *Win a Trip to London Fashion Week*, co-organised by AmBank and KLFW creates an exciting and immersive journey for our AmSPB clients, allowing the winners to join the privileged few that have access to LFW. We would like to congratulate all the winners and wish them an enjoyable trip to London!

The LFW is one of many more exclusive events and campaigns that AmBank will be curating to support the three pillars of AmSIGNATURE Priority Banking namely Lifestyle, Legacy and Community.”

Andrew Tan, Founder of KLFW commented, “We have connected with Fashion Show Live in London whereby; they will present on the runway various collections from exciting new independent designers during the London Fashion Week. This experience definitely gives some insight into a designer’s journey in the world of fashion. This uniquely curated experience for the contest winners is all made possible from the partnership that we hold so dear with AmBank.”

The ***Win a Trip to London Fashion Week Campaign*** commenced on 1 July 2022 and concluded on 30 November 2022, in conjunction with the KL Fashion Week 2022. It was aimed to reward our valued customers when they signed up for AmBank SIGNATURE Priority Banking membership or by performing transactions during the campaign period.

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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 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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