



AmBank Group

MEDIA RELEASE

26 August 2023

AmBank Sharpens its Affluent Segment with Launch of AmBank SIGNATURE Priority Private at KLFW 2023
AmBank Sustains Support for Malaysian Designers as Official Banking Partner of KLFW 2023

AmBank returns as the Official Banking Partner of Kuala Lumpur Fashion Week 2023 for the third consecutive year. The 11th KLFW showcases a total of 50 local fashion creators, debuting their collections at 7 different venues from 21 – 27 August 2023. The new format aims to offer a renewed sense of variety and unlock a heightened level of intimacy in the way fashion shows are presented and consumed by being more experiential and meaningful to designers and their guests.

Group Chief Executive Officer of AmBank Group, Dato' Sulaiman Mohd Tahir said "We are pleased to be the Official Banking Partner of KLFW for the third year in a row. It has been a wonderful opportunity to delve deeper into the local fashion industry and address the financial challenges faced by young local creators and designers. We hope to continue to provide support that goes beyond the runway, helping our homegrown talents make bold strides in achieving world-class sartorial excellence."

The strategic launch of **AmBank SIGNATURE Priority Private (Priority Private)** during the KLFW coincides with AmBank's commitment to

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continuously enhance its products and services in creating lasting value for its discerning clientele. It is designed for affluent customers with a minimum Assets under Management (AUM) of RM2,000,000. Staying true to AmBank's customer-centric philosophy, the Priority Private offers its elite Priority Private clients an enriched banking experience with a range of sophisticated wealth solutions geared towards empowering wealth diversification and preservation.

"The Priority Private gives affluent clients bespoke value propositions and exceptional banking experience with a suite of distinctive tailored services, privileges and benefits. Very much like tailormade suits, the Priority Private carries the **"Shape to Stature"** concept where it embodies the personalisation of **"Wealth - Shaped For You"** which focuses on personalised and sophisticated wealth solutions; **Lifestyle - Shaped For You"** which offers a series of curated lifestyle privileges; and **Services - Shaped For You"** which entails customised consultative services by a dedicated Priority Private Relationship Manager, supported by a team of senior wealth advisors and an exclusive one-on-one engagement with fund managers both locally and internationally," added **Aaron Loo, Managing Director, Retail Banking, AmBank.**

Priority Private clients will have access to the Metal Card benefits, with coveted lifestyle-enriching features including unlimited access to Lounge Key that unlocks over 1,100 airport lounge access worldwide on top of the unlimited Plaza Premium Lounge access, an exclusive 60% cashback on

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dining, 2-for-2 dining at Shangri-La hotels and complimentary Club Marriott membership. Additionally, clients will be able to access a range of specially curated dining, travel and health services curated only for Priority Private clients.

In conjunction with KLFW 2023, 3 lucky pairs of customers who sign up for AmSPB and perform transactions will be in the running to win a 3D2N trip to Paris to attend the prestigious 2024 Paris Fashion Week. The campaign runs from 3 July 2023 – 30 November 2023.

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 more than RM12 billion as at 31 March 2023.

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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