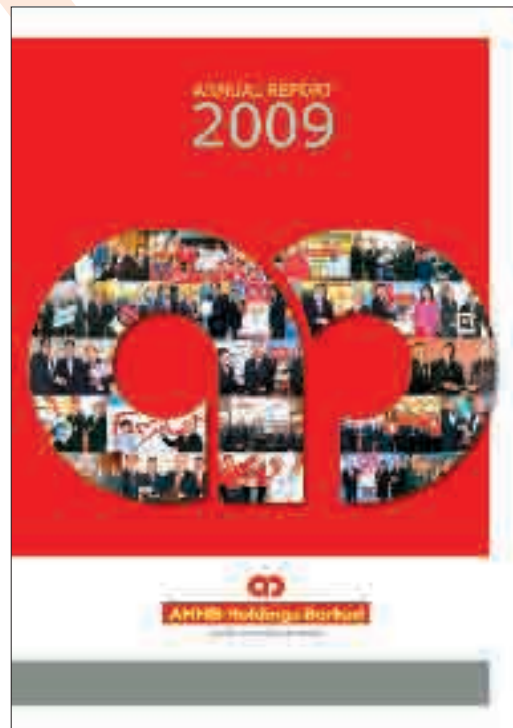


CORPORATE Mission

“To entrench our position as a premier financial services group providing innovative products and services to our customers.”



2009 Cover Rationale

At the AmBank Group, we apply creativity, innovation and foresight when we strategise our business growth to maximise our opportunities in an ever-changing, ever-expanding industry. As a Group, we have demonstrated constancy of vision, consistency of purpose, and clear commitment to our shareholders, our customers, our employees and our stakeholders. Our results are the ultimate testament to our success as a premier financial services Group. Ours is a business of customer relationships and ideas: we strive to continue to deliver superior performance to our customers.