

Our Philosophy



The strategies we embrace and the actions we take are well aligned to value creation for all our stakeholders.

The AmBank Way

A Culture of Excellence and Professionalism

Customer Priority

Our clients are our reason for existence. We are committed and will strive to provide outstanding service to all our customers.

Integrity

Integrity and honesty are paramount in everything we do when we conduct our business. We treat all our business partners and competitors with unwavering grace and honour.

Speed and Creativity

We strive to be fearless, responsive and nimble in our approach to doing business. We are not afraid to pioneer new ideas and approaches.

Quality

Any output or deliverable we produce serves to represent the AmBank Group. We know we must never compromise on what we need to do to preserve the reputation of the Group.

Initiative

We are empowered to take responsibility for what we do, going the extra mile and applying sound judgement in the process.

Vision and Goal-Orientation

We are a winning team. Our victories and goals are achieved through a strong sense of purpose, ownership and commitment.

Teamwork

Teamwork is the essence of our success. We willingly come together in formal and informal teams, valuing our colleagues and cooperating wholeheartedly with them.

Open-Mindedness

The spirit of open communication is important to us. We will give and receive criticism constructively. We will always treat each other with respect and good humour.

Self-Realisation

We will coach, develop and mould our people to allow them to realise their highest potential. We will facilitate their ability to meaningfully contribute to the AmBank Group.