



**The AmBank Group's Value  
are centred around the concept of "p²ace"  
Principled, Proactive, Appreciative, Connected and Evolving.**

### Principled

Integrity and professionalism remain the thrust of all we do, and we take accountability for all our actions.

We approach every challenge positively, initiate change responsibly and always anticipate the needs of all our colleagues, customers and our community.

### Proactive

### Appreciative

We value and recognise everyone's role and contribution, and always provide support to our customers and colleagues.

We are connected in everything we do. We are part of an organisation that fosters teamwork and open communication.

### Connected

### Evolving

We strive to seek new and relevant ways of growing ourselves, our customers, our business and our community in a sustainable manner.