

Business Banking



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Managing Director

WHO WE ARE AND WHAT WE DO

Business Banking at AmBank Group is dedicated to empowering businesses in the small, medium and large enterprise with tailored financial solutions that drive growth and operational success. We provide a high-touch relationship model that extends beyond traditional banking services. Our offerings range from business loans, to trade financing, cash management solutions, foreign exchange services, transaction banking, business wealth management, and bancassurance.

We are dedicated to meeting the diverse needs of customers across various industries, helping businesses navigate today’s dynamic market landscape and achieve their strategic goals. Currently, Business Banking contributes 25% of the Group’s revenue and serves over 16,300 business customers nationwide. Our committed approach ensures each client receives the customised support needed to thrive.

OUR KEY FOCUS AREAS

Refining our services through three key focus areas:

01 Tailored Financing Solutions

Offer customised financing solutions tailored to the needs of companies of all sizes.

02 Beyond Financing Initiatives

Executed several key strategic growth initiatives in which we provided development expertise and programmes to over 12,000 businesses.

03 Future Proofing Small, Medium and Large Enterprises (SMEs)






Enable the transition for businesses to adopt new technologies and sustainable practices.

Business Review

HIGHLIGHTS OF 2024






BUSINESS HIGHLIGHTS

In 2024, Business Banking upheld our commitment to providing tailored financing and banking solutions, assisting clients in wealth management and bancassurance, and nurturing strategic client relationships to meet the evolving needs of small, medium, and large enterprises.

Financing a sustainable future	<p>Continued our participation in various BNM and government schemes in the quest to support businesses.</p>		<p>Disbursed more than RM4 billion in government financing scheme to our customers, representing 84% of the total group disbursement.</p>	
Market Growth and Specialised Service	<p>Implemented a One-stop Foreign Direct Investment (FDI) Desk supporting North Asia countries such as China, Korea, Japan and Taiwan.</p>		<p>Aided Industrial Park developers and business owners with competitive solutions, offering up to 200% Margin of Financing to meet their comprehensive needs.</p>	
Enhanced Customer Experience	<p>Launched an all-in-one solution for Joint Management Bodies and Property Management Corporations, offering seamless onboarding, convenient on-site account opening, and a dedicated contact for preferential fixed deposit placements.</p>			


SUSTAINABILITY HIGHLIGHTS

Business Banking drives sustainability by integrating green financing into our operations and promoting ESG principles across industries. Through strategic finance and investments, we facilitate Malaysia's transition to a low-carbon economy, empowering businesses of all sizes to adopt sustainable practices.


Leading Green Financing Ventures	<p>Supported Swift Haulage's launch of Malaysia's first electric vehicle (EV) Electric Prime Mover with RM20 million.</p>		<p>Provided RM84 million financing for Malaysia Steel Work (KL) Berhad's transition to sustainable steel production.</p>		<p>Allocated RM300 million financing facilities for Uzma Berhad's climate change transition towards sustainable energy.</p>	
Empowering ESG Journeys	<p>Disbursed over RM2 billion in green loans/financing.</p>		<p>Provided IR4.0 and ESG Fundamentals awareness training to over 900 businesses through AmBank BizCLUB.</p>			

Sustainability
through
Collaboration


Shifted focus to **IR4.0** and ESG adoption with the theme **“Reach New Heights: Transform Your Business”** through the **AmBank BizRACE** programme.




Collaborated with **Pantas** including complimentary access to their **carbon emissions accounting software**, empowering businesses to **measure environmental performance**.



Targeted SMEs, large enterprises, and mid-tier companies in Malaysia to convey the fundamentals and impact of successful adoption on environmental footprint, social impact, and economic value creation.

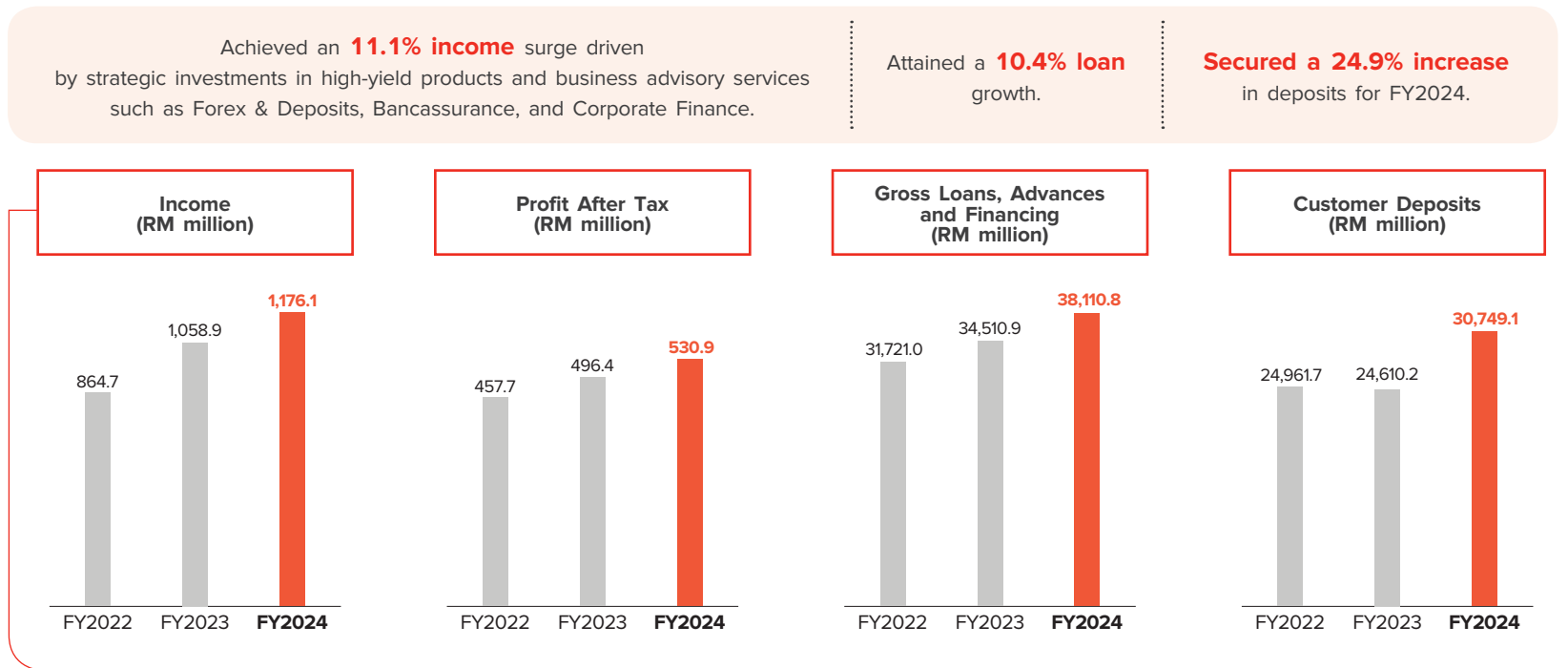


Active participation in BNM’s **Joint Committee on Climate Change (JC3) initiatives**.



FINANCIAL HIGHLIGHTS

In the FY2024, Business Banking delivered a strong financial performance with a significant growth in profit via higher yielding banking products and related business advisory services.



Business Review

BUSINESS PERFORMANCE REVIEW

Strategic Focus	KEY INITIATIVES	ACHIEVEMENTS
ESG and Sustainability	<ul style="list-style-type: none"> Financed green and sustainable projects, advancing our customers' ESG journey. Fostered awareness through ESG related conferences, training sessions, seminars, and business workshops. 	<ul style="list-style-type: none"> Distributed over RM1.6 billion in green financing. Launched the AmBank BizRACE Season 4 and guided 100 participants with personalised solutions through partnerships with experts like Bosch Rexroth, MGTC, Pantas, and YGL World. Hosted over 20 on ground and virtual regional seminars, conferences, trainings, and workshops for these businesses in FY2024. Hosted our SME BizCONFERENCE, drawing over 400 attendees and featured 15 speakers discussing SME Outlook and Trends, ESG and Sustainability, IR4.0 for SMEs, and Government Assistance programmes.
One-stop Support for Foreign Direct Investment (FDI)	<ul style="list-style-type: none"> Explored partnership models to leverage FDI into countries like China, Korea, Japan, & Taiwan 	<ul style="list-style-type: none"> Participated in The China International Import Expo (CIIE) alongside MATRADE to showcase our bank's One-Stop Centre for Foreign direct investment (FDI).
Focusing on Capital-light Strategies	<ul style="list-style-type: none"> Targeted segments like Joint Management Bodies (JMB), Property Management Corporations, and Licensed Umrah Agencies, providing innovative solutions tailored to their specific challenges. 	<ul style="list-style-type: none"> Secured over RM65 million in deposits from over 240 Joint Management Bodies to date. Following our partnership with Gulf International Bank, we launched the Spend and Win Campaign to support Licensed Umrah Agencies (LUAs) in collaboration with Gulf International Bank. Achieved RM56 million in FOREX volume and RM15 million in Business Current Account balances by offering tailored banking solutions and marketing assistance to LUAs.

CHALLENGES AND MITIGATION

CHALLENGES

Regulatory Changes related to ESG

Influences how sustainability is incorporated into the business.



Rapidly Changing Market

Market fluctuations require agile adaptation to evolving customer needs and industry trends.



Margin Compression

Impacts the profitability of our business.



MITIGATION

- Ensuring that ESG risk and BNM CCPT assessments have been completed as part of our credit evaluation process. From the total disbursement of clean loans amounting to RM1.7 billion, 66% Business Banking customers are at a low-ESG risk grade.

- Consistently offering solutions that align with evolving business trends and landscapes. Deliver holistic offerings to customers, extending beyond financing initiatives to help businesses scale to the next level.

- Focusing on capital-light revenue through tailored solutions for targeted segments.

AWARDS AND RECOGNITION



Alpha Southeast Asia – Best SME Bank in Malaysia



Asian Banking and Finance – SME Digital Innovation of the Year – Malaysia 2024



Global Banking and Finance Review – Best SME Bank in Malaysia 2024



OUTLOOK

In the coming years, businesses will face escalating costs and inflation, requiring them to adopt diverse strategies to stay competitive. Leveraging automation, artificial intelligence (AI), and digital transformation will be essential for streamlining processes and reducing expenses. As technological advancements accelerate, companies will also need to navigate evolving regulatory frameworks addressing climate change, with global governments enacting policies to combat environmental issues.

In response, AmBank Group's Business Banking will continue to support our clients through this evolving landscape, ensuring that we grow together. Our commitment includes financing low-carbon initiatives, promoting smart and green technology development, and providing expertise to help businesses adapt and thrive.