

16 May 2019

AmBank Group receives The Asset Triple A Digital Award 2018 for Most Innovative Emerging Digital Technologies Project

AmBank Group was presented with the 'Most Innovative Emerging Digital Technologies Project' award for its AMY™, the bank's Virtual Assistant, at The Asset Triple A Digital Awards 2018 which was held in Hong Kong on 2 April 2019.

AMY™, an acronym for "AmBank Malaysia", is awarded for being a revolutionary service in the Malaysian market which allows its mobile banking customers to resolve AmBank credit card related service needs, quickly and easily.

"AMY™ is truly a first of its kind in Malaysia, a virtual assistant for customer service, and we are honoured that The Asset Triple A recognised this. We launched AMY™ to differentiate our credit card customer experience. We took the topmost reasons that cards' customers call customer service and created a friction-free experience to resolve these, right from within our mobile banking app," said Datuk Iswaraan Suppiah, Group Chief Operations Officer, AmBank Group.

"AMY™ is a major milestone in AmBank Group's digital transformation journey and we will continue to enhance AMY™ to provide more extensive customer service resolution capabilities and a virtual financial advisor who is available 24/7 to our customers at their fingertips," added Datuk Iswaraan.

The Asset's Triple A Digital Awards 2018 recognises fintech companies that have made a significant impact on the business processes of incumbent players, as well as to those who have embraced digital as the next step to better serve their client base.



AmBank Group is one of Malaysia's premier financial solutions groups with 43 years of experience in supporting Malaysians. Currently, the Group is accelerating the next phase of its digital capabilities with a group-wide digital roadmap that focuses on integrating its services into the daily lives of its customers in an innovative and practical manner. As part of its digital journey, it aimed to provide better mobile banking and cash management in a manner that is easy, simple and fast for its valued customers across all touch points.

About AmBank Group

AMMB Holdings Berhad is the holding company of AmBank Group and has been listed on the Main Market of Bursa Malaysia since 1988. It is the sixth-largest banking group by assets in Malaysia, with a market capitalisation of around RM11.6 billion and assets of RM137.9 billion at 31 March 2018.

AmBank Group is one of Malaysia's premier financial solutions groups with over 43 years of experience in supporting Malaysians in their economic development. AmBank Group offers a wide range of both conventional and Islamic financial solutions and services, including wholesale banking, retail banking, investment banking, underwriting of general insurance, life assurance and takaful, stock and share broking, futures broking, investment advisory and management services in assets, real estate investment trust and unit trusts.

The Australia and New Zealand Banking Group (ANZ) is the biggest shareholder in the AmBank Group with a 23.8% holding and provides support with Board and senior management representation, risk and financial governance, product offerings and new business developments. In the general insurance business, the Group has partnered with Insurance Australia Group Ltd (IAG). In the life assurance and family takaful businesses, the Group has a partnership with MetLife International Holdings Inc (MetLife). The Group benefits in terms of expertise transfer from IAG and MetLife.

For more information, please visit www.ambankgroup.com

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