



**AmBank Group**

**Media Release**

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## **AmBank Partners with Rakuten Trade in Non-Face-to-Face Customer Acquisition**

AmBank has partnered with Rakuten Trade, Malaysia's first full-fledged online equity broker, to be their enabler in non-face-to-face customer acquisition.

AmBank is introducing the bespoke solution to Rakuten Trade to provide a seamless experience to end users through a secured platform with real time and accurate information. This will bring significant enhancements to the existing customer acquisition process for businesses, in particular stock broking, insurance and unit trust managers in the country.

"With consumers today being increasingly digital savvy, speed and convenience is no longer a luxury but a necessity. Non-face-to-face customer acquisition has become a crucial development for seamless customer experience and speed. AmBank Group is proud to be the pioneer to offer this bespoke solution via our Application Programming Interface (API), first in the industry. We will continue to spearhead digitalisation initiatives that help businesses transform and improve," said Dato' Sulaiman Mohd Tahir, Group Chief Executive Officer, AmBank Group.

"AmBank is thrilled to partner with Rakuten Trade, the first full-fledged online equity broker in Malaysia. This collaboration demonstrates our commitment to embracing digital advances in the banking industry. We will continue to innovate to deliver outstanding customer experience," said Raja Teh Maimunah Raja Abdul Aziz, Managing Director, Wholesale Banking, AmBank Group.

"This initiative showcases cutting edge and innovative services that are made possible by DuitNow, which the banking industry rolled out in end 2018. The

DuitNow platform is now a catalyst and enabler for innovation in e-Payments, delivering a quantum leap in value proposition and convenience for consumers and businesses,” said Mr Peter Schiesser, Group Chief Executive Officer, Payments Network Malaysia Sdn Bhd (PayNet), which operates DuitNow.

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### **About AmBank Group**

*AmBank Group is a leading financial services group with over 40 years of expertise in supporting the economic development of Malaysia. We have over three million customers and employ over 8,000 people.*

*The Group was listed on the Main Market of Bursa Malaysia in 1988. It is the sixth-largest banking group by assets in Malaysia, with a market capitalisation of around RM13.7 billion and assets of RM158.8 billion as at 31 March 2019.*

*AmBank Group serves over three million individual and corporate customers. It provides services in wholesale banking, retail banking, business banking, investment banking and related financial services which include Islamic banking, underwriting of general insurance, stock and share broking, futures broking, investment advisory and management services in assets, real estate investment trust and unit trusts.*

*For more information, please visit [ambankgroup.com](http://ambankgroup.com)*

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