



AmBank Group

MEDIA RELEASE

19 January 2023

AmBank launched short film, spreading auspicious joyfulness and precious love in heart-warming Chinese New Year

In conjunction with the upcoming 2023 Chinese New Year (CNY) celebration for the “Year of The Water Rabbit”, AmBank today launches its festive short film under its broader CNY promotional campaign, highlighting the concept of “Embracing Happiness” for its valued customers.


The three-minute film entitled **“Treasure Our Love”**, is a heart-warming story of a little girl who takes us on a CNY journey through her family’s social media universe. Throughout the film, we learn a valuable lesson on the importance of treasuring every precious moment with our loved ones, and being present for our family & friends is actually priceless, trumping all the worldly materialistic elements.

Dato’ Sulaiman Mohd Tahir, Group Chief Executive Officer, AmBank Group said, “As the new year brings new hopes and dreams, we welcome it with a renewed and rekindled spirit to be better. This year, we are thrilled to showcase our inaugural heart-warming Chinese New Year short film which marks a significant comeback by AmBank into the festivities advertorial universe, leveraging on digital and social space to touch the hearts of Malaysians. We hope that the message conveyed through this platform will help spark a prosperous celebration with your family, near or

Issued by Media Relations Unit, Group Corporate Communications & Marketing, AmBank Group
Level 46, Menara AmBank, 8, Jalan Yap Kwan Seng, 50450 Kuala Lumpur


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Customer Care:

 03-2178 8888

 customercare@ambankgroup.com



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far, and will bring good luck and prosperity for a brighter year ahead. Happy Chinese New Year from all of us at AmBank!”

Shazman Shahid, Head of Group Corporate Communications & Marketing, AmBank Group added,

“This coming lunar new year, we are excited to bring more fresh and interesting contents, while executing campaigns and promotions that provide attractive rewards to our customers. We will continue to build brand affinity and engagement with Malaysians at large, for a start, through our newly-launched festive short film which inspired us to tell a story on the importance of being present for our family and friends that is actually more important than we realised. To this end, we hope to cultivate awareness and spread positive values in our societies today and in the future.”

AmBank also worked with Sime Darby Motors to feature its brand-new BYD (Beyond Your Dreams) electric vehicle to emphasise on the importance of being sustainable.

Under the expanded universe of this Chinese New Year short film, AmBank also launched four bite-sized videos (25 seconds each) to promote its CNY retail banking products.

Amongst the product promotions being highlighted are, **Dining and Shopping deals** with AmBank Visa Credit Card-i where customers will get up to RM100 Cashback with cumulative spend of RM3,000 on dining or

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groceries throughout the campaign period ending 28 February 2023; **Exciting Credit Card offers** comprising Shopping, Dining and Groceries; **Go Cashless by sending e-Angpow via AmOnline** and deposit today to stand a chance to win exciting prizes; and **Be a member of AmBank SIGNATURE Priority Banking (AmSPB)** to enjoy exclusive privileges and benefits.

For more information, check out [AmBank's offerings and services](#) for this Chinese New Year season.

Scan the QR code below or click

<https://www.youtube.com/watch?v=zHXR8IBepyc> to watch the

"Treasure Our Love" video, brought to you by AmBank.



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 9,000 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 more than RM12 billion as at 31 March 2022.

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

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banking, underwriting of general insurance, life insurance, family takaful, 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 www.ambankgroup.com

For further information, please contact Ridzuan Zulkifli, Senior Vice President, Group Corporate Communications and Marketing, AmBank Group at ridzuan.zulkifli@ambankgroup.com and the Media Relations team at media.relations@ambankgroup.com

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