



**AmBank Group**

## **MEDIA RELEASE**

11 June 2024

### **AmBank Islamic celebrates customer wins for Am Up Your Chances campaign and kicks off AmRewards 4.0 campaign**

AmBank Islamic Berhad (AmBank Islamic) has celebrated its customers in style with three winners driving away in a brand-new Mercedes-Benz for the Am Up Your Chances campaign. The winner of the Grand Prize, Ms Liew Wai Yee from Sri Petaling cruised home in a sleek Mercedes-Benz EQS worth RM720,000 while, Madam Chong Ai Hua from Johor and Madam Lee Yee Ching from Kuala Lumpur each took home the exquisite Mercedes-Benz EQA worth RM290,000.


The Am Up Your Chances campaign that ran for 12 months from 1 April 2023 to 31 March 2024, rewarded winners with prizes amounting to RM2.7 million. Other prizes included 3 winners for the holiday packages worth RM20,000 each, 4 winners for Valiram Vouchers worth RM20,000 each, 5 winners for the Umrah Trip worth RM10,000, 10 winners for the iPhone 15 Plus and 10 winners for the 10gm Gold Bars.

**Eqhwan Mokhzanee, Chief Executive Officer, AmBank Islamic** said "Firstly, I am pleased to congratulate all the lucky winners of this campaign. At AmBank Islamic, we pride ourselves as being at the forefront of innovation, and the 'Am Up Your Chances' campaign is a shining example of our dedication to creating memorable and rewarding experiences<sup>1</sup> for our valued customers. The trust which our customers have in us is the driving force

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behind our success, and we remain committed to making a positive impact for their financial growth.

Commending the bank, **the winner of the Grand Prize, Ms Liew Wai Yee** said "I am ecstatic to be the grand prize winner for the Am Up Your Chances Campaign. Thank you to AmBank Islamic for giving me this wonderful opportunity. Using their AmOnline mobile app made saving effortless and convenient, which allows me to stay on track with my financial goals. I highly encourage everyone to take advantage of these wonderful initiatives that promote financial well-being."

At the prize giving event, AmBank Islamic has unveiled the AmRewards 4.0, fifth installment of the campaign underpinning the AmWafeeq Savings Account-i offering winners with total prizes amounting to over RM3 million. The main prizes include a grand prize of RM1 million cash, followed by a cash prize of RM300,000 and third prize of RM100,000. New cars are also up for grabs such as a Tesla Model Y and a Toyota Yaris for the newly introduced Youth Savers category for customers aged 18-25.


**Aaron Loo, Managing Director, Retail Banking, AmBank Group**, said, "Our AmRewards campaign has become a highly anticipated event for our customers over the years. That's why we are excited to announce that we are launching another AmRewards campaign with even more appealing prizes, including a grand prize of RM1 million cash."

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He added, "This campaign helps us raise awareness on the importance of saving and building their nest egg. I look forward to seeing even greater participation in our new AmRewards 4.0 campaign."

The AmRewards 4.0 campaign runs from 1 May 2024 to 30 April 2025. For more information, please visit [ambank.com.my/AmRewards](http://ambank.com.my/AmRewards)

### **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 more than RM13.9 billion as at 31 March 2024.*

*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, life insurance, family takaful, stock and share broking, futures broking, investment advisory and asset management services in unit trusts and real estate investment trusts.*

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

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