



AmBank Group



Media Release

Tuesday, 9 July 2019

AmBank and Maxis collaborate to launch joint financial and digital solutions initiatives for SMEs

Savings of up to 30% launched for a limited period

AmBank and Maxis have entered into a partnership to grow small and medium-sized enterprises (SMEs) in Malaysia. Maxis and AmBank will be working together to create a roadmap of digital solutions for SMEs that will enable easy access to solutions for their financial and technology needs, at the tip of the finger through a one-stop hub. The solutions created as part of this partnership will also provide a faster, more seamless experience with Maxis' "Always On" connectivity and via a single touch point. Overall, SMEs can expect better digital customer experience and value from these joint offers.

Both parties officiated the partnership today. Representing AmBank Group was its Group CEO, YBhg Dato' Sulaiman Mohd Tahir, while Maxis represented by its CEO, Gokhan Ogut.

"AmBank Group's strategic partnership with Maxis is aligned with the government's call for the private sector to help support SMEs as these companies make up more than 98% of businesses in the country. Beyond, much-needed financial services, our vision is to grow, nurture and help business graduate from cradle to IPO. As we continue to build the ecosystem needed to support SMEs, our partnership with Maxis is timely in a digitally-driven business landscape. Through our various SME-centric initiatives, we are focused on being there for our SME clients, which has resulted in their continued trust in us," said Dato' Sulaiman Mohd Tahir.

"Accessibility to the best financial services and tailored digital solutions with superior connectivity is critical for SMEs to grow in a highly competitive space and fast-changing digital world. We are pleased to be embarking on this partnership with AmBank, as both of us have a shared vision to grow SME businesses together digitally. Our ambition to help SMEs is driven by the current business landscape in which technology has become an important element of business success. The potential and possibilities of what technology can do for business is immense, and we are excited at what we can bring to this very important segment through our collaborative effort," said Gokhan Ogut, Maxis CEO.

With a shared vision of 'Insights as a Service', both teams are also exploring opportunities to innovate and harness the power of data-driven insights collected via digital solutions to provide personalized offers to SMEs and aid them in fulfilling their customer needs, while simplifying the SME account opening process through a seamless joint digital registration process in the future.

AmBank has continuously invested in its SME business as a key strategic pillar of the group. In FY2019, total loans extended to SMEs grew 21.2% YoY to RM20.2 billion and comprises 19.7% of its total loan base. It has in the past forged strategic partnerships with key parties such as Credit Guarantee Corporation Malaysia Berhad



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(CGC) to expand its offerings and will continue on its strategic agenda to innovate and diversify revenue streams, creating sustainable market spaces with digital at the heart of its businesses. AmBank will continue to invest in growing its capabilities in the SME space, capitalising on the network and platform created from AmBank BizRACE, helping to connect SMEs while simplifying the way businesses can be on-boarded to access a range of ecosystem needs through AmBank and our partners.

Maxis' converged offerings of innovative solutions are built around an "Always On" proposition. For businesses of all sizes across key segments including retail, logistics, F&B, manufacturing and government, its goal is to help them succeed by simplifying and improving the way they work through end-to-end solutions – from mobile and superfast fibre broadband to eCommerce and IoT – backed by its industry-leading network that ensures an unrestricted and worry-free experience which can be enjoyed "as a service".

To commemorate this strategic partnership, AmBank and Maxis are giving away exclusive offers for a limited period. To find out more, please visit ambankmaxisbiz.com. With savings of up to 30% on certain packages available for a limited period. Customers can register their interest for an appointment to learn more with AmBank and Maxis representatives.



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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 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 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

We Are Maxis

We are the leading communications and internet service provider in Malaysia, enabling over 10 million individuals, families and businesses to do more in an Always On world. As our customers increasingly immerse themselves in an ever expanding universe of connected applications, we are obsessed with providing an unmatched end-to-end internet experience –bringing together advanced always on connectivity and always great tech care. Beyond connecting people with our services, we are passionate about leveraging new technologies to make a positive impact in the community in which we operate.

For more information, please visit: maxis.com.my

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