



AmBank Group



MEDIA RELEASE

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AmBank partners with Bank Simpanan Nasional to offer Entrepreneurship Development Workshop via Amplifying MSMEs Programme to nurture micro-SMEs to a new level of access to financial solutions

AmBank (M) Berhad ("AmBank") and Bank Simpanan Nasional ("BSN") have signed an MOU to collaborate in establishing an Entrepreneurship Development Workshop via the **"Amplifying MSMEs Programme"** to nurture micro-SMEs to a new level. This partnership also aims to provide financial and business knowledge needed to build and upskill participants' business acumen through a series of workshop programmes.

The Amplifying MSMEs Programme aims to provide participants with financial literacy, financial management, business management, operations management and digital transformation knowledge. This initiative will focus on expanding 200 chosen micro-SMEs who have previously benefited from the BSN micro financing scheme. The goal is to elevate these micro-SMEs to another level of business growth by facilitating access to essential financial services that cater to their evolving business requirements.

"By embarking on this strategic partnership with BSN, we hope that micro-SMEs will not only gain a better understanding of financing needs, but also gain exposure to new ideas, emerging trends, and innovative business models to further develop their businesses. AmBank and BSN remain committed to continuing efforts and initiatives to ensure that micro-SMEs can take advantage of the various programs, products and services offered by the bank at any time

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in aiding their growth journey,” said **Dato’ Sulaiman Mohd Tahir, Group Chief Executive Officer, AmBank Group.**

Jay Khairil, Chief Executive of BSN, emphasised that “The partnership between BSN and AmBank will strengthen our efforts to transition our micro customers into the small business segment in alignment with the aspirations of our 5-year Corporate Strategic Plan. This developmental programme underscores our dedication to equipping customers with crucial financial acumen and practical skills while maintaining our leadership in the microfinance community.”

This programme will be held in batches starting from September 2023 until December 2023 located in Kuala Lumpur, Johor Bahru, Ipoh and Kota Bharu and offers a cash reward of RM10,000 for the best business module for each location.

Through this programme, outstanding participants will be presented the best business module micro-SME award while also opening opportunities for eligible graduate micro-SMEs to enjoy special financial product offers from AmBank.

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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 more than RM12 billion as at 31 March 2023.

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

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

About Bank Simpanan Nasional (BSN)

BSN is committed to deliver comprehensive financial services within the reach of all Malaysians. BSN strives to give Malaysians equal opportunities to pursue a better and more promising financial future. To achieve this, the bank leverages its expertise and experience on financial inclusiveness, supported by a comprehensive range of products and services which are delivered through multiple touch points in every corner of the country.

Incorporated in 1974, BSN currently has 7,504 employees, supported by 389 branches, 39 Micro Financing Centres, 574 Automated Teller Machines (ATMs), 149 Cash Deposit Machines (CDMs), 8 Cawangan Bank Bergerak (CBB) – 3 in Sabah, 3 in Sarawak, 1 in Pahang and 1 in Kelantan and more than 2,500 Ejen Bank BSN (EB BSN) across the country. BSN has over 9 million customers across Malaysia with retail deposits amounting to RM19.90 billion (as of June 2023).

BSN offers a wide range of Conventional and Islamic products including Savings, Financial Asset Management, Business and Personal Financing and Credit Cards products.

For more information about BSN, visit the website at www.bsn.com.my.

Should you require further information, kindly contact:

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