

PRESS RELEASE

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## Prime Minister launches Maybank's refreshed corporate identity

*humanising the brand with more contemporary and approachable logo*

Maybank today unveiled a refreshed corporate identity which is driven by its mission to "Humanise Financial Services Across Asia". The refreshed corporate identity symbolises the bank's aggressiveness, dynamism, more contemporary outlook corresponding with current times and in line with its vision to be a regional financial services leader.

The refreshed corporate identity was launched by Dato' Sri Mohd Najib bin Tun Haji Abdul Razak, Prime Minister of Malaysia. Also present at the event were Tan Sri Megat Zaharuddin Megat Mohd Nor, Chairman of Maybank; Dato' Sri Abdul Wahid Omar, President & CEO as well as other board members and senior management at a staff Aidilfitri celebration attended by some 5000 employees at Menara Maybank today.

The refreshed corporate identity is more modern and up-to-date - a visual symbol that endears the bank to the hearts of the people in its expanding reach. It incorporates a more noble, majestic rendition of the tiger to further demonstrate the bank's strength and leadership especially in the region.

Speaking at the launch, Tan Sri Megat Zaharuddin Megat Mohd Nor, Chairman of Maybank said "Our current brand has been in place since 1993. Lots of people love it, but many feel we are not keeping up with all stakeholders across our region. What we have come up with is a refreshed Maybank brand that embodies our aspirations - a regional leader in humanising financial services - and how our values are manifested into the brand attributes. These would translate into our shared personality,"

Tan Sri Megat added that Maybank had grown even bigger in the region now with the recent acquisition of Kim Eng Holding and the organisation's buzz is attracting more talents.

“Since coming out of the depth of 2008 global financial crisis, we've delivered Total Shareholder Returns of 37.1% and 28.1% respectively in our last two financial years. And just weeks ago, we announced yet again record profits of RM4.45 billion,” he added

On the refreshed corporate identity, Tan Sri Megat said it aims to reflect Maybank's personality which is courageous, genuine, creative, empathetic and collaborative. Put together, it is a move to reaffirm the bank's commitment to serve its stakeholders and encourage them to share in a new experience as the bank journeys forward.

Meanwhile Dato' Sri Wahid commented, "In coming up with the refreshed corporate identity, we sought the views from various stakeholders including our employees. It became very clear that the stakeholders want the three key elements of our identity to remain, that is the name Maybank, the Yellow colour and the Tiger head symbol. The refreshed corporate identity is timely to reinforce the significant progress we have made and the impending rebranding of our newly acquired entities."

The contemporary, friendly typeface of the new corporate identity represents the human character of the brand. The *Kieviet Family* was chosen as it is clean, crisp and easy to read with uniquely crafted letterforms.

The adoption of the refreshed corporate identity will be gradually implemented across the region and is expected to be completed in the next 12 months.

Maybank was incorporated on 31 May 1960 and commenced operations on 12 September the same year. It currently has assets exceeding RM 412 billion (USD 135 billion) and is Malaysia's Most Valuable Company with market capitalisation of RM65 billion (as at 9 September 2011), RM10 billion higher than its nearest competitor. In 2011, Maybank was ranked 458th in the Forbes Global 2000 Leading Companies. Maybank's network currently includes over 2,100 offices in 17 countries where it has over 42,000 employees serving more than 21 million customers.

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