

**Speech by YBhg Tan Sri Dato' Megat Zaharuddin Megat Mohd Nor, Chairman of  
Maybank at the launch of the refreshed Maybank Corporate Identity,  
at 5.30 pm, Friday 9 September 2011, 1<sup>st</sup> Floor, Menara Maybank**

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Assalamualaikum warahmatullahi wabaraqatuh

Yang Amat Berhormat Dato' Sri Mohd Najib bin Tun Abdul Razak  
Prime Minister of Malaysia

Dato' Sri Abdul Wahid Omar

Maybank board members, Maybankers, distinguished guests and members of the media.

Good evening, Selamat Hari Raya Aidil Fitri and Salam 1Malaysia.

Firstly, on behalf of Maybankers, our most heartfelt gratitude to YAB Dato Sri Najib for honouring us today, to launch Maybank's refreshed corporate identity. It is indeed a pleasure, Sir, to have you back here again. Thank you for taking the time to be with us.

I recall Dato Sri Najib saying many times he wants to see more Malaysian corporate icons in the world.

As Dato Sri may appreciate, our focus has been to improve our business fundamentals in our region, build our organisational capability and grow shareholder value.

We're even bigger in the region now with Kim Eng, our organisation's buzz is attracting more talents, and since coming out of the depth of 2008 world financial crisis, we've delivered Total Shareholder Returns of 31.7% and 28.1% respectively in our last two financial years. And just weeks' ago, we announced yet again record profits of RM4.45 bil. You could say, Sir, that the Maybank tiger is roaring.

So, we feel today in our history, is made even more special to all Maybankers through your esteemed presence, when you unveil the refreshed Maybank corporate brand.

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. So Dato Sri Wahid and his team have done a tremendous preparatory job. We started by engaging with the customers in the places we operate - they wanted to see clear differentiation from our competitors.

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.

The refreshed brand is more modern and up-to-date – a visual symbol which endears us to the hearts of all the people in our expanding reach, regardless of their creed or religion. As you will see in a short while, it incorporates a more noble, majestic rendition of the tiger to further demonstrate our strength and leadership in the region. The contemporary, friendly typeface meanwhile, represents the human character of the brand. All in all, the new identity aims to reflect our personality which is courageous, genuine, creative, empathetic and collaborative. Put together, it is a move to reaffirm Maybank's commitment to meet our stakeholders' expectations and encourage them to share in a new experience as we journey forward.

We feel confident that with the new brand and its family thereto, our people across the world will be more united in how we differentiate to our customers and other stakeholders.

Yang Amat Berhormat, again we thank you and your Government's support and guidance in our shared journey, to our current position as Malaysia's most valuable public listed company.

Your presence with us today adds immeasurably to the pride our staff have, not just being with Maybank, but helping to propel our Prime Minister's vision for how successful Malaysian corporates can raise Malaysia's standing in the world.

Thank you.