

Press Release

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MAYBANK TO BOOST REGIONAL CASH MANAGEMENT SYSTEM WITH WINDOWS PHONE 8

First ASEAN bank to launch a Windows Phone 8 corporate mobile banking application

Maybank is the first ASEAN bank to adopt Microsoft's Windows Phone 8 platform for its corporate mobile banking application, Maybank2E-Regional Cash. The move opens up an additional channel as corporate clients can now access Maybank2E-Regional Cash on more mobile platforms.

Prior to this, the Maybank2E-Regional Cash was only available for mobile users on the iOS and Android platforms.

Maybank Deputy President & Head, Global Banking, Datuk Abdul Farid Alias said the addition of the Windows Phone 8 platform to Maybank2E-Regional Cash greatly increased the ability of Maybank's regional clients to manage their cash flow on-the-go. Customer experience was also expected to be enhanced with the touch-optimized and tiles-based user interface of the new platform.

"Given the increasing importance of global business, Maybank2E-Regional Cash was expanded to provide greater accessibility for better convenience to our corporate clients," he said.

Datuk Farid added that following the launch of Maybank2E-Regional Cash in Singapore last November, customer feedback has been positive with refinements made along the way to ensure maximum compatibility to our corporate clients' needs.

"Maybank2E-Regional Cash offers corporate clients new capabilities, helps enhance their efficiency and reduces operational risks and costs," he explained. "We want to ensure we remain relevant to our corporate clients using any mobile platforms and we aim to cover other dominant operating systems as well. This will soon include the Blackberry 10 for mobile platform."

With the adoption of Windows Phone 8, Maybank is expected to onboard more than 10,000 corporate clients across the region with an estimated more than RM1.88 trillion in transaction value by 2015.

Meanwhile, Carlos Lacerda, Managing Director of Microsoft Malaysia lauded the collaboration with Maybank as well as the Bank's efforts in adopting the latest technological advancements for the convenience of its corporate clients.

“We are proud to collaborate with Maybank as the preferred technology partner to bring enterprise banking services to their corporate customers on the latest, robust and most reliable mobile operating system today - Windows Phone 8,” he said. “Our Windows Phone 8 and Windows 8 platforms continue to gather momentum since the respective launches just several months ago, and this is testament to the thought leadership of Maybank as one of the most progressive banks in the region.” On the Windows 8 front, Carlos announced that the new platform is off to a great start with more than 60 million Windows 8 licenses and 1.5 million Surface tablets sold worldwide.

Maybank2E-Regional Cash caters to the diverse needs of corporate clients and is available in six major languages, namely English, Bahasa Malaysia, Bahasa Indonesia, Simplified Chinese, Traditional Chinese and Japanese. Maybank2E-Regional Cash is already available in Singapore and Malaysia since 2012 and will be enabled in Philippines, Greater China and Indonesia by end 2013.

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