

## Maybank only Malaysian bank in Top 100 global bank brands

Maybank was the only Malaysian-founded financial institution to be included in an annual research conducted by Brand Finance for its Global 500 League Table Report 2015 and was named the “Best Bank Brand in Malaysia” in the similar report.

The data collected by the organisation were based on three criteria - Branded Business, Brand Contribution and Brand Value, where each benchmark focused on different segments of the business such as the value that the brand provides to the business from volume and price premiums. Maybank achieved a brand rating of AA+ in 2015, moving up to 91st position from 93rd in 2014.

The acknowledgement has solidified Maybank’s position as the top financial services provider in the country and one of the biggest in ASEAN, with Brand Value almost doubled to USD2.24 billion compared with 2010.

Maybank’s Group Chief Marketing Officer, Mohamed Adam Wee Abdullah said that the achievement is testimony to the Group’s longstanding tradition of value creation for stakeholders and its commitment to be at the heart of the community.

“The recognition reflects the strong franchise that Maybank enjoys in the region and the brand equity that we have built over the years through our focus on advising and providing our customers the right financial solutions to suit their needs, as well as our efforts to engage the community through our various Corporate Responsibility (CR) initiatives,” he added.

Adam said that Maybank will continue to strengthen its brand value by ensuring that it remains a household name amongst banking customers.

“We will continue to focus on brand building through a holistic programme that includes consistent customer experience across our global network, innovative products, sound financial performance and differentiated marketing programmes,” he said.

Brand Finance is the world’s leading independent brand valuation consultancy with international offices in Amsterdam, Bangalore, Barcelona, Cape Town, Colombo, Dubai, Helsinki, Hong Kong, Istanbul, Lisbon, Madrid, Moscow, New York, Paris, Sao Paulo, Sydney, Singapore, Toronto and Zagreb. The services offered by the consultancy include valuation of brands, intangible assets and intellectual property for accounting, tax, corporate finance and marketing purposes.

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