

Maybank introduces the first-of-its-kind Wealth App for High Net Worth customers

- *Group aims to register 15,000 users in the first year*

'Wealth at your fingertips' - Maybank has introduced the Maybank Wealth App - the first bank in Malaysia to offer a first-of-its-kind mobile application catered specifically for its Private Wealth and Premier Wealth customers in Malaysia. This follows the continued growth of digitally savvy affluent customers across the region who are also constantly on the move.

The Maybank Wealth App is an integrated mobile application that provides personalised advice with the Relationship Manager a click away.

The Maybank Wealth App provides customers with a 360° portfolio view of their financial holdings with the Bank, including products such as foreign currency accounts, retail bonds, unit trusts, gold and silver investments, savings and fixed deposits as well as loans and credit cards.

The App will also provide market insights from in house market research and reports ranging from Economic Research, Sector Research, Strategy & Forex compiled by the Group's Investment Banking arm, Maybank Kim Eng.

Group Head, Community Financial Services, Datuk Lim Hong Tat said the introduction of the Wealth App is a strategically important move in the Bank's journey to digitise its Private and Premier Banking services. It also aims to simplify the way affluent customers view and manage their accounts.

"Over the past five years, we have successfully registered an average annual growth rate of 11% on our Affluent & High Net worth customer base. We achieved this on the premise of continuous innovation in our service delivery and products offerings. Arising from this, we believe that the time is right to introduce the App to our affluent customers who can benefit from the simplicity and ease it offers in managing their finances," added Datuk Lim.

"We aim to register at least 15,000 users in the first year and roll out the subsequent phases of the App over the next three years. The App will also be introduced progressively to other countries where we also have our Private Banking franchises," he said. "With more than 50% of our affluent customers using digital channels, we are confident that this app will be well received by our customers."

The Wealth App offers digital convenience such as quick access via a 6 digit PIN and a fingerprint recognition feature called 'Quick Touch'.

The App also acts as a personal finance calendar, updating items such as investment and Fixed Deposit maturity via a personalised push notification service which will also provide them news on events and topics that interest them. In addition, customers will enjoy quick access to their dedicated relationship manager or can arrange a call back anytime, just by using the Wealth App.

“The Wealth App reinforces our commitment of putting our customers’ preference first and delivering next-generation customer experience. It also reaffirms the Group’s determination to leverage its digital banking presence and meet the fast evolving demands of customers,” said Datuk Lim.

“The Wealth App signifies yet another effort that complements our Maybank 2020 strategic objectives of being a digital bank of choice, guided by our new vision of advancing Asia’s ambitions,” said Datuk Lim.

The App can be downloaded via the Apple store or Google play. The App is made available for both Iphone and Android Smartphone mobile devices.