

## **Maybank named the Most Valuable Bank Brand in Malaysia at US\$2.548 billion**

- *only Malaysian bank with AAA brand strength rating & in Top 100 Global Bank Brands Club*

Maybank has strengthened its brand position by being crowned as the most valuable Malaysian bank brand and among the top 5 ASEAN bank brands in the global brand rankings of the Top 500 Banking Brands 2017, published by the Global Brand Valuation and Strategy Consulting firm, Brand Finance.

Maybank was also the only Malaysian bank brand with an AAA brand strength rating making it the strongest Malaysian bank brand.

According to Brand Finance's survey, Maybank managed to nearly double its brand value lead over the second placed Malaysian bank from US\$334mn in 2016 to US\$654mn in 2017.

It also experienced a strong and positive brand value growth of 24% amid stiff competition from other ASEAN and global brands and gained 11 places to be ranked amongst the top 100 most valuable bank brands in the "Brand Finance Top 100 Global Banking Brands 2017" rankings.

The 20% brand value increase as compared to an almost unchanged market cap improved Maybank's brand value to market cap ratio to 15%, showing the importance of the brand and its ability to contribute to the business success.

Maybank Group President & CEO, Datuk Abdul Farid Alias said the recognition reflects the strong support from the Group's stakeholders as well as the significant equity the Maybank brand enjoys in the marketplace.

"This award also reaffirms the consistency of the brand experience that we endeavour to provide across our entire network, guided by Maybank's unique mission of humanising financial services," added Datuk Farid. "In addition, it demonstrates the strong efforts, collaboration and support of Maybank employees who work diligently each day to deliver that unique and differentiated brand experience to all we come into contact with."

Commenting on the success of Maybank's brand value growth, Samir Dixit, Managing Director of Brand Finance Asia Pacific highlighted that "Maybank has been striving for the #1 bank brand spot in Malaysia for some time and it is good to see that their marketing and brand efforts are delivering on their agenda."

Added Samir, “Malaysian bank brands are seen to be more competitive vs. the global banks and are positioned to grow and expand into regional markets. Their crucial regional foot print is enabling good growth and helping establish their reputation with potential clients across the world.”

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.

Brand Finance, in its annual survey values the brands of thousands of the world’s biggest companies. The results of this analysis are then ranked, with the world’s 500 most valuable banking brands featured in the Brand Finance Banking 500.

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