

Maybank wins Asiamoney award for Best Banking Brand in Malaysia

Maybank has been crowned the Best Banking Brand in Malaysia in Asiamoney's inaugural best brands in finance survey 2017. According to the poll results, Maybank scored 40.98% - leading the way amongst other local banks.

The Asiamoney's inaugural best brands in finance survey 2017 was designed to give its readers valuable feedback on what makes a top brand among financial market key stakeholders in Asia Pacific - and which firms have the strongest brands across the region.

It analysed the factors determining the strength of a brand among the financial community and spoke to the top-ranked companies. Trust and integrity are perceived as core values in establishing a beneficial working relationship in the financial community, and scored the highest out of 10 monitored factors.

Michael Foong, Group Chief Strategy Officer of Maybank said that the Bank is honoured to be awarded this title. "It reflects the high level of trust that our stakeholders have placed in us. Our attention and deep understanding of our customers' preferences have been pivotal in our efforts to ensure we consistently provide quality, simplicity and convenience for our customers. Through our mission of 'Humanising Financial Services', we believe that we are able to consistently create value for all our stakeholders through better services, greater efficiency and innovative products, and deliver a truly rewarding and meaningful experience for them."

Michael said that the recognition from Asiamoney will spur Maybank to continue efforts to build its brand equity in the future. "Our agility and focus on innovation has enabled us to leverage on technology to deliver a superior and seamless banking experience to the communities we serve. We want to provide innovative solutions for our customers in line with our strategic objective of being the 'Digital Bank of Choice'."

"We have introduced many digital 'firsts' for banking solutions in the communities we serve, and collaborated with technology start-ups to leverage disruptive innovation," he added. "We intend to intensify our efforts in this area so that the Maybank brand will continue to deliver a next generation customer experience by transforming the way our customers bank with us."

Maybank is also the Most Valuable Bank Brand in Malaysia at US\$2.548 billion, the only Malaysian bank with AAA brand strength rating & in Top 100 Global Bank Brands Club, based on the Brand Finance Banking 500 League Table Report 2017.

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About Asiamoney Best Brands in Finance Survey 2017

Asiamoney's inaugural best brands in finance survey 2017 was designed to give its readers valuable feedback on what makes a top brand among financial market participants in Asia Pacific - and which firms have the strongest brands across the region. The survey was split into two parts. In part one, respondents were asked to rank 10 factors in order of importance to determine the strength of a company among the financial community. In part two, respondents named the top three companies in their country by strength as they perceived it among the financial community based on the criteria in part one. Respondents could choose their companies from a list of the top 50 by market capitalization in their country. The survey was open to anyone working in the finance industry in Asia. It launched on February 8 and closed on April 7, 2017. Respondents could vote for companies in their country of residence and/or their country of operations.