

Press Release

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Maybank named best bank brand at Putra Brand Awards & World Branding Awards

Maybank has clinched the Gold Award in the Banking, Investment and Insurance Category for the eighth consecutive year at the Putra Brand Awards 2017 - the people's choice awards, held in Kuala Lumpur yesterday.

This recognition follows the "Brand Of The Year" (Banking - Malaysia) award, which Maybank won recently at the World Branding Awards in London - the only bank brand in South East Asia which managed to retain this title for four consecutive years.

The Putra Brand Awards is the highest brand recognition event in Malaysia, identifying brands that most Malaysians favour and trust through a consumer survey methodology. Over 6,000 respondents voted for their favourite brands across 24 categories during a nationwide survey conducted online.

The World Branding Awards, meanwhile, is a premier awards programme of the World Branding Forum and is the ultimate global brand recognition accolade. It sees some of the world's best brands recognised for their works and achievements each year in a host of categories. Brands are able to nominate their achievements to the Brand of The Year Awards which are then judged by a unique system through brand evaluation, consumer market research, and public online voting.

Maybank Group Chief Strategy Officer, Michael Foong said that Maybank was honoured to win the two prestigious brand awards as they reaffirm the value that the Bank continues to deliver on all fronts to its stakeholders.

"The awards reinforce our belief that Maybank is moving in the right path through the decisions being made at every level of our business in building our brand value and equity. As one of the leading banks in ASEAN, we are focused on delivering the best possible experiences to our customers in line with our mission of humanising financial services," he said.

"This includes not just being able to offer a consistent experience across our network, but also enabling them to benefit from key innovations of the Group in both the physical and digital worlds. Ultimately, our goal is to ensure that we remain relevant to all our stakeholders by continuing to meet their needs and delivering the best brand experience on a daily basis."

Michael added that the Group's efforts were also validated by the BrandFinance® Banking 500 League Table Report 2017 which recently named Maybank as the Most Valuable Bank Brand in Malaysia with a brand value of US\$2.548 billion. It is also the only Malaysian bank with AAA- brand strength rating & in the Top 100 Global Bank Brands Club.

Established in 2010, the Putra Brand Awards, organised by the Accredited Advertising Agents Malaysia (4As), is the premier brand awards in Malaysia and it is the only brand award of, by and for brand managers and owners. The Putra Brand Awards are the only brand awards in the country endorsed by MATRADE and supported by the Branding Association of Malaysia (BAM), the Malaysian Advertisers Association (MAA), and the Media Specialists Association (MSA).

There are three tiers of awards in the World Branding Awards. The Global Award is presented to truly international brands that have a presence in ten or more countries, on three or more continents. Winners of the Global Award are not eligible for the National Award. The National Award is presented to the very top brands in each participating country at the awards. These are brands that are household names in their home country that have been judged to be truly exceptional. The Regional Award is presented to winners who win in multiple countries in a particular geographic region.

More information on the awards may be obtained from <http://aaaa.org.my/putrbrandawards/> and www.awards.brandingforum.org