



Press release

## **MSpace at Maybank, a Lifestyle Banking Destination, Officially Opens**

- *Experience new style of banking while savouring exquisite beverages*

23 November 2018, Singapore - Maybank Singapore Limited presents **MSpace at Maybank**, the first branch across the Maybank network that combines a café with modern banking services, serving the banking needs of a diverse client base.

Located at Orchard Shopping Centre, MSpace at Maybank started operating on 7 November 2018, and held its official opening on 22 November 2018. The new concept store is Maybank's 20th retail branch in Singapore, and was designed to engage the younger crowd as well as to serve wealth clients. The branch has a frontage view of Orchard Road and houses Mellow Coffee on its first floor as well as a Maybank Private / Maybank Premier wealth centre on its mezzanine level.

Mr Alvin Lee, Head of Group Wealth Management and Head of Community Financial Services at Maybank Singapore Limited, said, "MSpace at Maybank is the first branch we are opening following the successful establishment of Maybank Singapore Limited, a Singapore-incorporated subsidiary for Community Financial Services business. In this retail space, we plan to experiment with new ways of customer engagement and innovate on our services. We have created a MSpace at Maybank App for bank customers and café visitors to browse through and make discoveries about their financial needs."

### **New banking experiences await**

Besides "M" for Maybank, "M" stands for "Me" because this branch is all about "Me" as an individual who takes charge of one's life. "M" may refer to "Millennials", a generation that challenges the status quo. It is also about living life to the "Max" and discovering one's maximum potential.

These are the new experiences that visitors of MSpace at Maybank can enjoy:

**DIGITAL JOURNEY:** Visitors are able to use the specially-created MSpace at Maybank App to order drinks, take a queue number for counter service, browse information on financial products and banking services, as well as sign up for free workshops.

**COMMUNITY-CENTRIC:** Mellow Coffee situated in the branch brings people from all walks of life together and great conversations just flow. There is a cosy mezzanine floor for Maybank Private and Maybank Premier clients to meet their relationship managers. In addition, there are rotating art works from social enterprises put up for sale, to showcase the talent of artists with special needs and support their livelihoods.

**LEARN:** This branch is also a learning space where Maybank teams up with knowledge experts to organise thematic free workshops for bank clients and the public on Friday evenings and Saturday mornings. The upcoming schedule includes coffee workshops, a will and estate planning talk and an investment talk on market outlook.

**PLAY & RELAX:** Café tenant, Mellow Coffee, has concocted three Maybank-exclusive coffees that can only be found at MSpace at Maybank, namely Gold Rush Sparkling Mango, Mellow May coffee and Mellow Sumatra coffee.