

Maybank most valuable bank brand in Malaysia for 4th consecutive year

- **Strongest bank brand in Malaysia with valuation of US\$3.16 billion**

Maybank has maintained its position as the top bank brand in Malaysia based on the 2018 Brand Finance Banking 500 Brand Value Report issued by global brand valuation and strategy consulting firm, Brand Finance. The Bank's brand value has seen a 24% increase to US\$3.16 billion compared with US\$2.54 billion in 2017. It has also maintained its AAA- rating, and ranking as the strongest bank brand in Malaysia for the fourth year running.

In ASEAN, Maybank continued to be among the top brands, coming in 5th in the region and climbing up the ranks from 90 to 83 in the world as the most valuable bank brand.

Group President and Chief Executive Officer of Maybank, Datuk Abdul Farid Alias said that this achievement is a testament of the collective effort of the Group's employees in providing a consistent brand experience for customers around the world.

"Maybank's mission to humanise financial services has been the linchpin of our success today. It has enabled us to build a network of champions i.e. our employees - who are passionate in creating the next chapter of brand excitement for our customers. We will continue to ensure we remain relevant to our customers and delight them in their interactions through all touch points - be it at our front counters or via digital platforms."

Maybank scored 82 over 100 in terms of Brand Strength Index (BSI) this year which is a key driver that contributes to brand valuation and determine the strength of a brand. Maybank has successfully maintained its BSI to be on par with Global Top 10's average and ahead of ASEAN and Asia Top 10's average.

Commenting on the success of Maybank's brand value growth, Samir Dixit, Managing Director of Brand Finance Asia Pacific highlighted, "Maybank has grown from strength to strength over the past five years and this is clearly reflected through strong organic brand value growth which has more than doubled over the past seven years. The strong Brand Value to Market Capitalisation percentage clearly demonstrates that the Maybank Brand is contributing to and driving the business success. Not only has Maybank grown very well, they have managed to increase a significant brand value lead over its peers."

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.
