

Press release

21 April 2018

Maybank expects to record over RM120m ASB investments at Minggu Saham Amanah Malaysia 2019

- *Group also launches online ASB financing application via Maybank App*

Maybank is expecting to record a 15% increase in ASB unit trust investments at the week-long Minggu Saham Amanah Malaysia 2019 in Sungai Petani, Kedah, totalling some RM120 million compared with RM104 million at the MSAM last year.

The anticipated increase is based on the continued confidence of customers investing in ASNB products as well as the convenience provided through Maybank's digital channels, allowing them to enjoy the benefits in terms of speed with minimum documents required.

Maybank's Head of Community Financial Services Malaysia, Datuk Hamirullah Boorhan said, "MSAM events serves as an ideal avenue for the public to understand more about saving for the future and the various investment options available in the market. Today, with the wide range of products we offer - including those by ASNB, as well as the availability of investing via digital channels, customers can enjoy the benefit of obtaining sufficient information on how to invest smartly based on their risk appetite.

Datuk Hamirullah said in the first three months of the year, the Group has garnered a total of over RM6.1 billion of ASNB investments. "We are hoping to record over RM25 billion of ASNB investments by the close of the year," he said.

At the event, Maybank also launched its new online application service for ASB financing which is available via the Maybank App. With this new service, existing customers will be able to apply for ASB financing on-the-go. Non-existing customers can also apply via the Maybank App but will need to visit the branch for verification purposes.

"In line with our aim on becoming the digital bank of choice, we continue to offer our customers new digital conveniences that will improve the way they plan their finances. The online application service for ASNB unit trusts via the Maybank App provides them the avenue to view and apply for investment products to suit their needs. On top of that, they will now be able to apply online for financing if they wish to increase their investments," said Datuk Hamirullah.

"Our intention is to simplify our customer's on-boarding process as well as to enhance their online experience. The new service will also improve the loan processing time and provide faster loan approvals and disbursements."

Apart from providing visitors the opportunity of investing in ASNB unit trust products, Maybank is also showcasing a range of other savings and financial planning products including its own unit trusts, Insurance and Takaful protection products, will writing, deposit products as well as providing financial advisory services at MSAM 2019.

In addition, customers can obtain further information on the Group's digital products and services including the ASNB Bulk Top Up service via M2U Biz, Maybank's e-wallet MAE, home financing, ATM and other electronic banking services as well as make credit card and debit card applications.

Datuk Hamirullah encouraged members of the public to visit MSAM as they could avail themselves to a wide range of investment products and better understand the options that can help them plan for their future financial needs.

"We hope that the community in Sungai Petani and its vicinity will take this opportunity to visit MSAM 2019 and participate in the various financial, educational and entertainment activities offered at the event," said Datuk Hamirullah.

MSAM2019 is open to public from 10.00 am to 10.00 pm daily on 19 April 2019 to 25 April 2019 except for 25 April 2019, where it will be open from 10.00 am to 5.00 pm.
