

## Maybank wins multiple regional recognitions at the Retail Banker International Asia Trailblazer Awards 2023

Maybank has once again been recognised for its excellence in the retail banking and consumer finance segments as well as sustainability for its exemplary innovative service offerings and commitments towards customer service excellence.

Announced recently in March 2023 by Retail Banker International (RBI), Maybank Malaysia won the **Best Mobile Wallet initiative** and received a highly commended mention in two categories namely, **Best Advance in Sustainability Practices** and **Best CSR Initiative** for financial literacy.

**Dato' John Chong, Group CEO, Community Financial Services** said that the awards are a testament to the Group's commitment in accelerating the development of new capabilities, especially in technology and people as the organisation continues to remain relevant in the years to come.

"This is also in line with our M25+ strategy and continuing to stay Agile by reimagining our products to offer the best customer experience by utilising innovation through digitalisation and modernisation. We are proud to say that our vision of 'Good to Great' remains on the right path as we stamp our mark to become the leading financial institution in the region."

**Shahril Azuar Jimin, Chief Sustainability Officer** meanwhile said that the achievements in sustainability are a reflection of the Group's combined efforts throughout the years linked to its Humanising mission of creating a sustainable future for all.

"This is achieved through a strategic balance between remaining attentive to the implications of our actions on the communities we serve and the needs of our different stakeholders. Our ultimate ambition is to continue embedding sustainability across all our operations to drive change for a better world and for the good of humanity."

The Group's home market in Singapore also bagged the Excellence in Mass Affluent Banking award, while Maybank Cambodia was crowned Best Retail Bank and Best CSR Initiative for its contribution to the local community. In addition, Maybank Philippines was named Best Fintech Partnership for their digital savings account EzySave+, in partnership with the e-wallet platform, GCash.

In the past, Maybank was accorded multiple RBI Asia Trailblazer Awards such as Best Retail Bank in Malaysia and Cambodia, Best Advance in Payments, Best Staff Training and Development Programme, and for its various campaigns including Best Credit Card Initiatives and Best Social Media for festivities.

Retail Banker International is a global editorially independent retail banking briefing service and an essential resource for C-level executives in retail banking and consumer finance.

RBI provides subscribers with vital coverage across key subject areas: product innovation, distribution channels, leadership strategy, regulation and marketing.

It recently re-launched its website, daily email news service and monthly print and pdf editions to deliver comprehensive coverage of the global retail banking sector and has a global subscriber base of leading banks, consultancies, regulators and technology providers.

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