



Media Release

12 July 2013

AmBank Group introduces AmScholar

Realising the increasing importance in providing quality tertiary education for our children and also difficulties faced by Malaysian parents in saving for education, AmBank (M) Berhad today introduced AmScholar, its newest Education Insurance Plan which is underwritten by AmLife Insurance Berhad.

AmScholar's main objective is to help parents be better prepared to fulfil their children's true academic potential by ensuring that their tertiary education funding needs are taken care of.

"We know that providing a sound tertiary education for children is an important responsibility faced by every parent and saving up for this need can be quite a challenge in the current climate of increasing cost of living.

"We put ourselves in the shoes of Malaysian parents and designed this product to not only meet the purpose of tertiary education funding but to also provide insurance protection for natural and accidental death, total and permanent disability coverage, guaranteed cash payments and much more," said Mr Paul Lewis, Managing Director, Retail Banking, AmBank (M) Berhad.

Available via all AmBank and AmAssurance branches nationwide, AmScholar is packed with many other additional features such as Educational Relief Allowance, Dividend, Maturity Benefit as well as the option to further enhance the basic plan through the optional Payor Benefit Rider in providing protection to policy owner as well.

Affordably priced for customers to choose from four available premium plans, AmScholar is making its debut nationwide through a special marketing campaign running from now until 30 September.

Depending on the plan purchased from one of the four, customers stand a chance to get several tokens of appreciation ranging from a digital thermometer, movie tickets, laptop trolley bag and Aquaria KLCC entry tickets. All promotional gifts are on first come first served basis, while stocks last.

Make the right move of securing your children's future with guaranteed cash benefits today through AmScholar – parents with children aged between 30 days and 10 years can enrol for the plan to give their juniors a head start in life!

About AmBank Group

Established in August 1975, AmBank Group is one of the largest banking groups in Malaysia by market capitalisation and comprises AMMB Holdings Berhad and its subsidiaries - AmInvestment Bank, AmBank (M) Berhad, AmIslamic Bank, AmGeneral Insurance Berhad, AmLife Insurance Berhad and AmFamily Takaful Berhad.

The Group provides a wide range of conventional and Islamic investment banking, commercial banking, retail financing and related financial services, which also include Islamic banking, underwriting of general and life insurance, takaful, stock, share and futures broking, investment advisory as well as asset, property and unit trust management.

AmBank Group's core philosophy incorporates a deep-seated commitment to the satisfaction of its wide range of customers, with numerous customer-driven initiatives woven into all forms of communication and interaction with all customer groups. The Group is committed to providing new and innovative products and services to its customers with its partnership with Australia and New Zealand Banking Group (ANZ), one of Australia's leading banks.

About AmLife Insurance Berhad

AmLife Insurance Berhad (AmLife) generates its business from a comprehensive range of life insurance and wealth protection solutions distributed through a combination of over 200 AmBank and AmLife branded branch offices, in addition to the strength of its authorised life insurance agents nationwide. It is among the major subsidiaries of AmBank Group, which is one of the largest banking groups in Malaysia by market capitalisation.

For further information on AmLife Insurance Berhad, please contact Ms Khor Pei Pei, Head of Corporate Communications & Marketing via email khor-pei-pei@ambankgroup.com