



## ● **PRESS RELEASE**

For Immediate Release

August 13, 2018

### **Bank Muamalat Malaysia Berhad Launches its First Islamic Premier Banking Unit: Muamalat Beyond Premier Banking**

Kuala Lumpur, August 13, 2018 - Bank Muamalat Malaysia Berhad (Bank Muamalat) today launched Muamalat Beyond Premier Banking, its Islamic Premier Banking entity with the first Centre in Ampang, Kuala Lumpur. Bank Muamalat is the first domestic full fledged Islamic Financial Institution to provide premier banking facilities to its distinguished clients.

The launch was inaugurated by Y.Bhg. Tan Sri Dato' Dr. Mohd Munir Abdul Majid, Chairman of Bank Muamalat and was graced by Malaysian celebrity and icon, Dato' Sri Siti Nurhaliza Tarudin.

As a member of Global Alliance for Banking on Values, Tan Sri Dato' Dr. Mohd Munir said this new service is part of the Bank's continuous effort at improving value proposition by delivering a differentiated banking experience to its high net worth clientele focusing on uncompromising personalized services through dedicated Relationship Managers which complements the Bank's growth strategy at increasing deposit and fee income. He stated today's banking customers are more informed and discerning in their choices and these dedicated managers will assist clients to maximize their investment portfolios through products and services tailored to their needs. The new premier banking unit is targeted to bring in deposits totaling RM40 Million in the current financial year.

Additionally, the decision to participate in this niche market is based on the demand for ethical or shariah compliant financial solutions from a growing affluent sector. Bank Muamalat is confident it can fulfill this niche that seeks Islamic products coupled with socially responsible banking.

**BANK MUAMALAT MALAYSIA BERHAD** (6175-W)

Ibu Pejabat, Menara Bumiputra, 21 Jalan Melaka, 50100 Kuala Lumpur

Tel : +603 2698 8787, 2059 1200, 2615 7000

Laman Web : [www.muamalat.com.my](http://www.muamalat.com.my) *Talian Bebas Tol* : 1300 88 8787



A Member Of  
**DRB-HICOM**

Bank Muamalat is the first Islamic bank in the world to be accepted as a member of Global Alliance for Banking on Values (GABV). The aim is to promote initiatives in sustainable banking practices aimed towards influencing social change and generate positive and sustainable impact to the economy, community and environment.

Muamalat Beyond Premier Banking customers can look forward to enjoying preferential rates as well as exclusive privileges for financial and non financial products and services ranging from gold investments, personal M-Cash facilities and on services offered by corporate partners. Additionally, Muamalat Beyond Premier customers in the City Centre can conduct their banking in the exclusive privacy and luxurious comfort of the Muamalat Beyond Premier Centre located at Ampang Point.

### **About Bank Muamalat Malaysia Berhad**

Bank Muamalat is a leading Islamic bank, established on 1 October 1999, and is governed by Islamic Financial Services Act 2013 (IFSA). As a full-fledged Islamic financial institution, the bank offers its customers a broad range of services, meeting the needs of both individuals and institutions.

In essence, Bank Muamalat provides individuals with services ranging from deposit accounts and asset management to financing needs such as for automobiles, homes as well as for personal use. The Bank similarly offers corporate and institutional customers the full product assortment of a leading corporate and investment bank, from cash management, payment solutions including trade and export finance to international foreign exchange, financing and capital market transactions.

Bank Muamalat has presence nationwide via a network 63 branches, in addition to its electronic channel, encompassing i-Muamalat, the Bank's internet banking solution, and e-Muamalat, available at almost 240 locations, referring to its network of ATMs, CDMs, and CDTs.

Bank Muamalat is a member of the DRB-HICOM Berhad Group where the public listed company owns 70% of the Bank's shares with the remaining stake held by Khazanah Nasional Berhad, the nation's investment arm.

### **About the Global Alliance for Banking on Values**

Founded in 2009, the GABV comprises 28 financial institutions operating across countries in Asia, Africa, Australia, Latin America, North America and Europe; serving 20 million customers; holding up to USD 100 billion of combined assets under management; and powered by a network of 30,000 co-workers. [www.gabv.org](http://www.gabv.org).

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*Issued by Corporate Communications Department of Bank Muamalat Malaysia Berhad . For further information, please contact Saidatul Leiza Suleiman at [leiza@muamalat.com.my](mailto:leiza@muamalat.com.my) or 011 – 10615266.*