

**AFFIN BANK NABS TOP RECOGNITION – ‘BEST BANK FOR SMEs IN MALAYSIA’ – AT THE ASIAMONEY BEST BANK AWARDS 2023**

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**KUALA LUMPUR - Affin Bank Berhad (“AFFIN BANK” or “the Bank”)** is thrilled to be recognised among industry peers as the **Best Bank for SMEs in Malaysia** at the prestigious **Asiamoney Best Bank Awards 2023** Gala Dinner which was recently held on 26 September 2023 at the Marina Bay Sands, Singapore. This outstanding achievement stands as a testament to the Bank’s unwavering commitment to excellence in Small and Medium-sized Enterprise (SME) Banking and its exceptional responsiveness to the evolving needs of customers within the competitive Malaysian landscape. Present to accept this coveted accolade was the **President & Group Chief Executive Officer of Affin Bank Berhad, Datuk Wan Razly Abdullah**.

“AFFIN BANK is not Malaysia’s largest bank for SMEs, but the way it works with this client base, understands its needs and devises solutions to meet them is impressive. This makes AFFIN BANK Asiamoney’s choice for ‘Best Bank for SMEs in Malaysia’ this year,” Asiamoney said in a statement.

“The Bank has searched for new ways to engage and interact with SMEs and enhanced its non-financial solutions for SMEs. Among the latter, a standout is the **SME Colony App** – a digital solution that focuses on SMEs’ needs beyond traditional banking, while emphasising community development. AFFIN BANK has also unveiled another revamped proposition last year called **AFFIN ASPIRA** which focuses on early-stage start-ups that have been around for as little as six month and gives them ways to apply for multiple products through a single application, offers them a business continuity insurance plan, working capital financing support and access to SME Colony,” the Asiamoney statement continued.

Established in 2016, the **Enterprise Banking division** marks the start of AFFIN BANK’s journey into making a significant impact within the extensive SME community. With a focus on businesses ranging from start-ups to well-established SMEs, the division provides a comprehensive array of SME financial products and services, including financing, transactional, payment, trade, and bancassurance. Cognisant of SMEs’ potential to set Environmental, Social and Governance (ESG) best practice standards, the Bank has taken proactive steps to cultivate this potential by introducing green and social financing. Additionally, the Bank actively encourages the adoption of ESG values as a pivotal component of their long-term business growth strategy.



**President & Group Chief Executive Officer of Affin Bank Berhad, Datuk Wan Razly Abdullah said,** “We are honoured to receive this milestone win from Asiamoney. This exemplifies the Bank’s commitment and expertise in supporting the growth and prosperity of SMEs in Malaysia. It further motivates us to continue developing and delivering top-notch banking solutions that contribute to their success.”

“This recognition serves as a notable benchmark, indicating AFFIN BANK is on the right track as a market leader when it comes to supporting Malaysian SMEs and start-ups’ growth and sustainability through a myriad of niche propositions and SME digitalisation efforts. Since inception, the Bank has rolled out numerous niche segment-targeted propositions including **AFFIN ASPIRA** (for our start-ups), **AFFINGEM** (for our women entrepreneurs), and **AFFINWRKFZ** (for SMEs’ business development needs). Moreover, we enthusiastically encourage our valued SMEs to embrace digital transformation through our robust digital solutions such as **AFFINMAX** and our multi-award-winning **SME Colony** app.”

“This award will spur us on further to enhance and expand our offerings in the future, aligning with our vision to become the ‘**Most Creative Financial Company in Malaysia**’, as guided by our A25 transformation plans; **Unrivalled Customer Service, Digital Leadership** and **Responsible Banking with Impact (ESG)**,” he concluded.

The Asiamoney Best Bank Awards recognise and celebrate banks that have excelled in a diverse array of banking activities over the past year, particularly within Asia. The Bank had previously won “**Best Bank for Digital Solutions – Malaysia**” in 2022 for its SME community-centric SME Colony mobile app.

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#### **About AFFIN Group**

Affin Bank Berhad operates as the financial holding entity of Affin Islamic Bank Berhad, Affin Hwang Investment Bank Berhad, Affin Moneybrokers Sdn Bhd. Generali Insurance Malaysia Berhad and Generali Life Insurance Malaysia Berhad are affiliated companies of Affin Bank Berhad.

AFFIN Group provides an array of financial products and services catering to both individual, enterprise, commercial, and corporate clients. The focus market segments are categorised under essential business units such as Community Banking, Enterprise Banking, Corporate Banking, Treasury, and Investment Banking. For more information, please visit <https://www.affingroup.com>.



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