



Maybank2e.net HARNESSSES 3G TECHNOLOGY SERVICE

Kuala Lumpur, August 22 – Maybank2e.net, Maybank's enterprise cash management portal, today adopted **3G technology services** that will enable seamless broadband connectivity and set it closer to becoming a true mobile financial service platform for customers to access anytime, anywhere.

Enterprise customers will now enjoy a range of 3G packages and services offered through two leading telcos, Maxis and Celcom. The use of data cards allow desk / laptops and 3G mobile phones to have wireless connectivity to Maybank2e.net, providing instantaneous decision making tools such as financial information at a click of the keyboard or via the phone or PDA for their enterprise cash management needs.

A signing ceremony between Maybank, Maxis and Celcom was held at Menara Maybank today for the introduction of this service.

Datuk Amirsham A Aziz, President and CEO of Maybank signed on behalf of Maybank. Maxis was represented by its CEO, Dato' Jamaludin Ibrahim while Dato' Zubir A Rasid, Chief Operating Officer signed on behalf of Celcom.

In his address, Datuk Amirsham said that the collaboration with leading 3G telco providers offers customers the best of 3G technology services for Maybank2e.net.

"Our strategic partnerships have enabled Maybank to be the first financial institution to embrace 3G technology services for our customers to enjoy its many benefits among them, cost savings, convenience, security and flexibility to our customers. Our customers will have enhanced mobility to access Maybank2e.net services via high speed seamless broadband connectivity," said Datuk Amirsham.

"3G technology will empower our customers to access Maybank2e.net anytime, and at any place, where 3G hotspots are available. The customer has the flexibility to use various telecommunication tools among them mobile phones and lap tops to log on to Maybank2e.net services, With 3G connectivity, we expect that the number of customers will be doubled in the future as access and convenience becomes more evident. 3G will allow businesses to manage their cash management on the go, where time critical time sensitive business decisions can be

made within a relative short time and conveniently," added Datuk Amirsham.

He added that Maybank will continue to leverage on technologies and forge strategic alliances with business partners with the objective of providing enhanced value propositions to stakeholders and customers.

The 3G telcos will offer their respective 3G services and product bundling packages with preferential rates and range of facilities and value-added services such as, multimedia applications, secured transaction and e-mail communications as well as convenient SMS-based marketing channels to reach more customers within a shorter time-frame. There is also no upfront investment required for the value-added services.

Commenting on Maxis' partnership with Maybank, Dato' Jamaludin Ibrahim, said "Today's business are becoming more dependent on real-time access to corporate banking and the Internet. We believe that Maybank's move to making banking accessible through a wireless high speed network such as *maxis3G* will enhance Maybank's already competitive strength which translates into greater mobility for its enterprise customers."

"Through this partnership, Maxis will provide Maybank customers with quality and reliable coverage of 3G services in the Klang Valley – conveniently serving Malaysia's key business districts. The *maxis3G* data card is able to roam within 3G networks in Singapore, Hong Kong, United Kingdom, Germany, France, Austria and Portugal, and can be used for GPRS roaming in more than 50 destinations and 80 foreign networks worldwide."

"Today marks a milestone for Celcom on the growing confidence customers have on the Celcom 3G. We are excited to work with Maybank2e.net by providing seamless mobile roaming of 3G, GPRS and more than 800 TMNet WiFi hotspots nationwide. Through this partnership Celcom is providing total solutions and a sophisticated range of services at high speed broadband connection powered by Celcom 3G. Not only were we the first to introduce 3G, but we boast the widest mobile broadband 3G coverage in the country, in particular Penang, Klang Valley, Malacca, Sungai Petani, Kulim, Genting Highlands, Johor Bahru and Singapore," said Dato' Zubir A. Rasid.

"We are no strangers to business application, as we already have what is called the Celcom Integrated Business Solutions (CIBS) in the market. In addition to this initiative, Maybank2e.net enterprise customers can leverage on our existing Celcom Integrated Business Solutions to reach

out to their current and potential customers via M-Gateway applications. M-Gateway is a web portal that performs a sweep of wireless functions to provide wireless services for customers, employees and the enterprises via SMS, MMS, GPRS or broader bandwidth. Among the key features are m-broadcast, m-voucher, m-poll and m-promo. In addition, our Celcom 3G data card gives customers the freedom to use their laptop away from the office, without being tied down by wires – and without the frustration and expense of finding a fixed line connection. With the new 3G service, the latest evolution in our portfolio of data card solution, customers can also enjoy secure access to company e-mail, applications and the Internet up to 10 times faster than current mobile connection and in more places in Malaysia than any other 3G network," Dato' Zubir A. Rasid added.

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