

# AWARDS & RECOGNITION



The Alliance Financial Group continues to improve on its product offerings and service innovations to help its customers succeed in life. In strengthening its franchise offerings, the Group continues to make great strides to be the “Best Customer Service Bank” in Malaysia.



1. **Best SME Bank in Asia Pacific, Gulf region & Africa**  
The Asian Banker Excellence in Retail Financial Services International Awards 2015
2. **Best Retail Banking Brand Initiative in Asia Pacific, Gulf region & Africa**  
The Asian Banker Excellence in Retail Financial Services International Awards 2015
3. **Excellence in SME Banking**  
Retail Banker International Asia Trailblazer Awards 2015
4. **Best Graduate Programme**  
Retail Banker International Asia Trailblazer Awards 2015
5. **Online Banking Initiative of the Year-Malaysia**  
Asian Banking & Finance Retail Banking Awards 2014
6. **Best Community Outreach Programme (Highly Commended)**  
Retail Banker International Asia Trailblazer Awards 2015
7. **Growing Business in New Territory or New Service Offering**  
Global Architecture Award of Excellence 2014
8. **Best Business Card Programme, Asia**  
Cards & Electronic Payment International (CEPI) Asia Trailblazer Summit Awards 2014
9. **Credit Card Product of the Year (Highly Commended)**  
Cards & Electronic Payment International (CEPI) Asia Trailblazer Summit Awards 2014
10. **Excellence in Brand Strategy (Gold)**  
Marketing Excellence Awards 2014
11. **Excellence in Marketing Innovation (Finalist)**  
Marketing Excellence Awards 2014
12. **Best Use of Integrated Media Campaign (Bronze)**  
The Loyalty & Engagement Awards 2014
13. **Malaysia's 100 Leading Graduate Employers 2014**
14. **Best Graduate Recruitment Programme (Bronze)**  
Asia Recruitment Awards 2015
15. **Sahabat Negara SME**  
SME Recognition Award 2014