

“THE BEST CUSTOMER SERVICE BANK”

OUR MISSION



To Build Consistent and Sustainable Financial Performance



To Deliver Superior Customer Experience



To Develop Engaged Employees With The Right Values

CORE VALUES

Respect, Integrity,
Teamwork, Excellence

OUR PEOPLE STRATEGY

Performance Management, Recruitment & Retention,
Personal Development, Reward & Recognition

KEY DRIVER

LEADERSHIP

CORPORATE PROFILE

Alliance Financial Group Berhad was incorporated in Malaysia on 7 April 1966 and was listed on the Main Market of Bursa Malaysia Securities Berhad on 6 July 1979. The Group is principally involved in the provision of banking and financial services through Alliance Bank Malaysia Berhad.

Alliance Bank Malaysia Berhad, together with its subsidiaries, Alliance Investment Bank Berhad and Alliance Islamic Bank Berhad, provide a wide range of financial products and services in commercial banking, financing, investment banking, investment advisory, stockbroking, Islamic banking and other related financial services.