

BANK ISLAM LAUNCHED ITS FLAGSHIP PREMIER WEALTH CENTRE

Where insightful advisory drives innovative investment solutions

KUALA LUMPUR, Thursday, [1 August 2025]: Bank Islam Malaysia Berhad (Bank Islam or Bank) launched its flagship Premier Wealth Centre at Menara Bank Islam. The launch is a part of the Bank's strategy to better serve the growing High Net Worth (HNW) and mass affluent market segments.

Bank Islam Group Chief Business Officer – Retail Banking, Mizan Masram, said the new centres will be in key, high-growth areas to support Bank Islam's goal of enhancing customer experience and offering personalised, Shariah-compliant financial solutions.

"The Premier Wealth Centre offers tailored advisory services, ethical finance, and lifestyle privileges, all in one place. It's designed to meet the unique needs of affluent clients through a more personalised and meaningful banking experience.

"Each centre will be staffed by experienced Relationship Managers, offering services such as investment planning, takaful, estate planning, and social finance. We look forward to establishing more Premier Wealth Centres nationwide by end 2025 to serve our clients better," he said.

The initiative aligns with Bank Islam's transformation plan to reposition branches into Wealth and Experience Hubs. It also supports the Bank's Customer Experience pillar by strengthening advisory capabilities and delivering seamless, value-driven service.

Bank Islam's current Wealth Management offerings include unit trusts, takaful, estate planning, Treasury products, and share trading.

About Bank Islam Malaysia Berhad

Bank Islam is the first Islamic bank publicly listed on the Main Market of Bursa Malaysia. Established in July 1983, the bank has 135 branches and over 900 self-service terminals across Malaysia. As a pure-play Islamic bank, Bank Islam provides retail banking and corporate financial solutions that strictly adhere to Shariah rules and principles. The bank is committed to sustainable prosperity and ESG values and is an official participant of the UN Global Compact Malaysia and Brunei. Bank Islam's core subsidiaries, BIMB Investment and BIMB Securities, offer various Islamic financial services, including investment and stockbroking. For more information on the Group's products and services, please visit www.bankislam.com.

For further information, please email Bank Islam Group's Media Relations team at: media@bankislam.com.my