

Press Release

16 January 2026

Maybank Introduces Banking Beyond Transactions at the Boeung Keng Kang Branch

The reimagined branch introduces Maybank’s values-based banking approach and marks key customer milestones

Phnom Penh, 16 January 2026 – Maybank today marked the opening of its refreshed Boeung Keng Kang (BKK) Branch by introducing a banking approach that goes beyond transactions, anchored by the soft launch of Maybank myimpact, the Bank’s values-based banking approach that integrates sustainability, inclusion and responsible growth into everyday financial services.

Located in one of Phnom Penh’s most established and cosmopolitan districts, the renewed BKK Branch reflects Maybank’s strategic intent to deepen relationships with customers while delivering financial solutions that enrich lives, support responsible growth and contribute to a more sustainable future. The opening signals a shift from transactional banking towards a more purposeful model – where impact, inclusion and customer appreciation are embedded into the banking journey.

At the event, Maybank introduced Maybank myimpact, which brings together the Bank’s sustainability and inclusion initiatives under a values-based approach designed to create positive social and environmental outcomes alongside financial progress.

Key initiatives under the myimpact approach highlighted at the BKK Branch include:

- Maybank HERpower, which supports women entrepreneurs through access to financing without collateral, advisory services and capacity-building;
- myimpact SME Solutions Platform, which provides small and medium enterprises with access to relevant financial solutions and resources to strengthen resilience and support responsible expansion, available via [www.maybank2u.com.kh/](<http://www.maybank2u.com.kh/>); and
- Tap for Impact, which enables customers to contribute to positive impact through everyday spending.

Through Tap for Impact, Maybank encourages environmentally responsible behaviour and social inclusion by linking everyday card usage to initiatives that help reduce plastic waste and support underprivileged communities, including women artisans under the Maybank Women Eco-Weavers programme. The initiative reflects how simple banking actions can contribute to environmental protection while enriching lives.

“The opening of our reimagined Boeung Keng Kang Branch represents more than a physical refresh – it reflects how we are redefining the role of banking in our customers’ lives,” said Rath Sophoan, CEO & Country Head of Maybank (Cambodia) Plc. “Through Maybank myimpact, we are introducing a values-

based banking approach that connects financial solutions with meaningful outcomes: supporting women entrepreneurs, strengthening SMEs, encouraging responsible consumption and contributing to environmental sustainability. As Cambodia continues to evolve, our role is to go beyond transactions and build long-term relationships that support aspirations, shared progress and a more inclusive future.”

Qazreen Chan Abdullah, Chief Operating Officer of Maybank (Cambodia) Plc., added, “Maybank myimpact reflects how we are thoughtfully embedding sustainability and inclusion into the way we design and deliver banking solutions. By aligning financial activities with positive social and environmental outcomes, we are enabling customers and businesses to be part of a broader journey that supports responsible growth, stronger communities and a healthier environment.”

The opening ceremony also marked meaningful customer moments. Maybank handed over the grand prize under the iSAVE WIN Big campaign, recognizing customers who demonstrated disciplined savings behaviour and long-term financial planning. Customers also witnessed the lucky draw of the Win Electric Car with Maybank AMEX Card campaign, reinforcing Maybank’s encouragement of responsible spending choices aligned with greener lifestyles.

“Recognizing customer milestones is an important part of building long-term relationships,” said Duk Sarak, Head of Community Financial Services, Maybank (Cambodia) Plc. “Through initiatives such as iSAVE, Maybank AMEX Card and myimpact, we aim to support positive financial habits while connecting customers to broader social and environmental value.”

The refreshed BKK Branch features an expanded Premier Lounge and a thoughtfully curated interior inspired by shadow-art forms, tropical elements and soft ambient tones. Designed to support personalised conversations and advisory engagement, the space reflects Maybank’s focus on relationship-led banking. The event concluded with a cocktail reception, allowing customers, partners and guests to connect in a relaxed and welcoming setting.

Through the renewed Boeung Keng Kang Branch and the introduction of Maybank myimpact, Maybank continues its evolution towards a banking approach that balances financial performance with purpose. By embedding values-based principles, sustainability initiatives and customer appreciation into its services, the Bank reaffirms its commitment to delivering banking that enriches lives, supports businesses and contributes to a more inclusive and sustainable Cambodia.