



PRESS RELEASE

A bank celebrates a brand refresh of A+ Mobile Financial Service.

Myanmar, Yangon [2 May 2022] – **A bank** announces a refresh of the brand platform for its **A+** Mobile Financial Service, launching a nationwide campaign to support the revamp of the **A+** brand on a soon-to-be-seen roll-out across the nation.

The “**A+** #refreshed” is celebrated nationwide, debuting the fresh new logo, a reinvented visual system, featured in a music video, and a transformed marketing program to catapult the brand forward.

A bank worked with the agency TODAY Ogilvy to introduce the new brand mark. **A+** new logo design is complimented by a range of creative, including photography and illustrations from independent artists. The new **A+** logo embraces a vibrant royal purple ‘**A,**’ and the ‘**+**’ symbol embodies inclusivity, achieved through a beautifully simple design.

The central philosophy and slogan, “everyday is A Plus” champions positivity, growth, connections, and getting more for every moment, everyday.

With **A+**, every smartphone user can send, receive, withdraw money, and make payments to anyone through the **A+** Wallet app or visit the nearest **A bank** branches or **A+** agents for over-the-counter service. **A+** service is available without needing to open a bank account. The **A+** mobile financial platform connects the community of consumers, agents, and merchants and creates safe, reliable, and seamless online monetary transactions.

“On this day, I would like to celebrate the re-introduction of **A+**. We have to take pride in ourselves that we have undergone this endeavor to make our A bank more accessible and financially inclusive for our customers,” said Mr. Chong Ho Yoon, CEO of **A bank**.

In celebration of the **A+** #refreshed day, customers can visit any **A bank** branch across the country and instantly register for the **A+** Wallet app, upgrade to a level 2 user for e-money bonus and exclusive gifts. For further exciting news and upcoming promotions, please follow <https://www.facebook.com/APluswallet>.



About A+ (<http://www.abank.com.mm>)

A+ (A Plus) is a mobile financial service powered by **A bank**, delivering a new era of digital finance for Myanmar. The mobile payment app powered by A bank allows everyone to enjoy fast, simple, and safe online payments - anytime, anywhere in their daily lives. Users can send and receive money to anyone in Myanmar using either the **A+** mobile app or agents and A bank branches. **A+** will partner with agents, merchants, and other digital companies to create a fintech platform and enrich payment experiences for everyone across the country.

About A bank (<http://www.abank.com.mm>)

A bank, formerly known as Ayeyarwaddy Farmers Development Bank, is a major retail and commercial bank in Myanmar. **A bank** was established on 17 November 2015 with a banking license awarded by the Central Bank of Myanmar. **A bank** offers a multitude of retail and commercial banking products and services. **A bank** will transform its business model and thinking through its expertise, work processes, products, and technology, enabling breakthrough performance and creating sustainable value for our customers and society.

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