



## PRESS RELEASE

### **A bank officially introduces THE ICONIC, The Privilege Banking service**

**Myanmar, Yangon [27 May 2022]** - A bank officially introduces **THE ICONIC**, its Privilege Banking services in Yangon, ensuring its members can level up and enjoy their wealth exclusively in different aspects; banking, social, and other special fields with many privileges. This announcement gives a first glance for the public into its flagship **THE ICONIC Lounge** at A bank's headquarters and the privileged banking experience. A bank has served the community for over six years and is excited to showcase its Premium Banking.

**THE ICONIC** is a personalized banking service focused on delivering priority banking services with customized approach and lifestyle privileges for high net worth, Iconic clientele.

**THE ICONIC** is intended for banking clients who desire convenient access to financial privileges with premium benefits. **THE ICONIC Lounge** allows its members to meet with their Relationship Managers in greater privacy for consultation, book meeting rooms, relax and enjoy all-day high tea facilities while completing their banking activities and transactions fast, and effortless.

Being **THE ICONIC**, “members” means being a living part of our brand which provided with an unparalleled banking experience and high level of personalized services through dedicated relationship managers, a more rewarding in-branch experience, state-of-the-art premium lounge, on-site cash and cheque collection, a wide arrange of special products, along with unique lifestyle experiences that are tailored to client needs.

Our highly experienced team of Relationship Managers stands behind the stellar recognition of **THE ICONIC** and at service with a great understanding of their client's financial goals, providing dedicated, valuable business advisory and customized solutions for success. This includes recommending appropriate banking products for growing and preserving their wealth.

Luxurious perks and benefits include a beyond-border experience with complimentary entry to over 1,300 airport lounges through Priority Pass, airport limousine, access to partner lounges, concierge service, fast-track immigration, golfing, health & wellness packages, and hospitality packages, shopping and culinary privileges in Myanmar and beyond. Eligibility for **THE ICONIC**, Privilege Banking is exclusive and comprises a nine-digit minimum fixed deposit.

“Once you've reached the milestone of unlocking our privileged banking, the eligibility comes with exclusivity to the perks that promise priority, privacy, comfort, personalization, and lifestyle



benefits available to our VVIP clients. These are some of the best that Myanmar banks have to offer. It's surely **THE ICONIC**," said U Ye Htun Oo, Deputy Chief Executive Officer of A bank. Time is something that money definitely can't buy, and the benefits of **THE ICONIC** are an excellent way for clients to save time and make the most out of whatever they have in their busy schedules.

Further information on THE ICONIC will be available through THE ICONIC website - [https://www.abank.com.mm/iconic\\_banking/en\\_US/](https://www.abank.com.mm/iconic_banking/en_US/)

### **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 throughout its expertise, work processes, products, and technology, enabling breakthrough performance and creating sustainable value for our customers and society.

#### **Media contact:**

Ms. Kelly Moe Lwin,  
Email: [kellymoelwin@abank.com.mm](mailto:kellymoelwin@abank.com.mm)  
Ms. Ei Mon Kyaing,  
Email: [eimonkyaing@abank.com.mm](mailto:eimonkyaing@abank.com.mm)

#### **Business contact:**

Ms. Maria Khaing  
Email: [mariakhaing@abank.com.mm](mailto:mariakhaing@abank.com.mm)