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AFFIN BANK AWARDED THE BEST SME FINANCIAL INCLUSION INITIATIVE FOR AFFINWRKFZ

KUALA LUMPUR: Affin Bank Berhad (“AFFIN BANK” or “the Bank”) has won “**Best SME Financial Inclusion Initiative**” award at the **Global SME Banking Innovation Awards 2023** for **AFFINWRKFZ**, the Bank’s unique SME-centric worksite proposition.

This is the first time that **AFFINWRKFZ** has been recognised for its financial inclusion elements; giving highlight to the relevant tools that are easily accessible and affordable to SMEs. Organised by The Digital Banker, the Global SME Banking Innovation Awards 2023 was established with a view to recognise the institutional excellence and business achievements of the most pioneering and trail-blazing SME banking players operating in the industry today, while establishing objective global benchmarks for outstanding performance and innovation.

Launched in December 2020, **AFFINWRKFZ** (pronounced as “AFFIN Workforce”) is a comprehensive suite of non-financial long-term business and talent management solutions designed to future-proof SMEs and ensure their sustainability as they scale-up. Available exclusively on AFFIN BANK’s award-winning **SME Colony** mobile app, **AFFINWRKFZ** is a members-only business development support initiative that requires SMEs to sign up for a minimum of three AFFIN BANK SME banking products to utilise its core integrated solutions, covering the **4Ps**:

- **Planning** tools for work and personal tasks;
- **Protection** coverage for the company and its employees;
- upskilling to encourage self-development **Progress** and knowledge enrichment; and
- exclusive **Privileges** on lifestyle and banking offers.

This **4Ps** approach is to help SMEs position themselves to be more competitive in the job market to attract long-term career prospects for talent retention and offering long-term business solutions as they continuously grow in a sustainable manner.



President & Group Chief Executive Officer of Affin Bank Berhad, YBhg. Datuk Wan Razly Abdullah said, “We are truly honoured to receive the ‘Best SME Financial Inclusion Initiative’ award as it recognises our dedication in providing business solutions and products that are useful, affordable, as well as meeting the needs of Small and Medium Enterprises in an ever-evolving market.

With **AFFINWRKFZ** that is available right at their fingertips via the SME Colony app, SMEs can harness the 4Ps – Planning, Protection, Progress and Privilege – that will complement their journey towards achieving a sustainable business growth.

This award by The Digital Banker will spur us on further to expand our financial inclusion offerings in the future. AFFIN BANK continues to aspire to be the ‘Bank of Choice’ for SMEs and start-ups who are the backbone of Malaysia's economic development.”

Additionally, **AFFINWRKFZ** was previously recognised for its new-to-market proposition and innovation as a long-term business development initiative for SMEs by winning the “Most Innovative New SME Product of the Year” at the International Finance Awards 2022, and “Best New SME Product of the Year” at the Global Retail Banking Innovation Awards 2021. To know more about **AFFINWRKFZ**, download the award-winning SME Colony at www.affinalways.com/en/sme-qr.

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About AFFIN Group

AFFIN Group provides a suite of financial products and services that is catered to both retail and corporate customers. The target business segments are categorized under key business units such as Community Banking, Enterprise Banking, Corporate Banking, Treasury, Investment Banking and Securities.

Consisting of Affin Bank Berhad as the financial holding company of Affin Islamic Bank Berhad, Affin Hwang Investment Bank Berhad, Affin Moneybrokers Sdn Bhd and AXA AFFIN Life Insurance Berhad; with AXA AFFIN General Insurance Berhad is an associate company of Affin Bank Berhad. For more information, please visit <https://www.affingroup.com>

For more information, please contact:

Amirah Aliah Azlan
Assistant Manager, Strategic Communications
Contact Number: +60123688359
E-mail: amirahaliah@affingroup.com

Sharifah Syahirah Syed Azlan
Assistant Manager, Strategic Communications
Contact Number: +60162641675
E-mail: sharifahsyahirah.azlan@affingroup.com