



# GROWING WITH SINGAPORE

## CREATING LEGACIES THAT LAST

### FROM COLONY TO COUNTRY

For 123 years, between 1819 and 1942, Singapore was a thriving British trading settlement.

British rule was interrupted by the Japanese Occupation from 1942 to 1945.

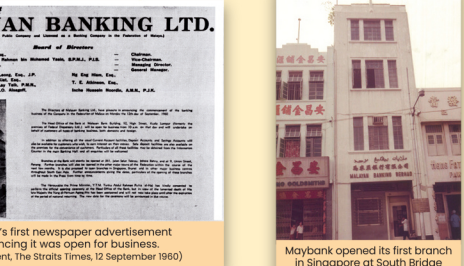
In 1959, Singapore gained self-government from the British before achieving independence as part of the Federation of Malaya in 1963. Two years later, in 1965, Singapore left the Federation to become an independent sovereign nation.

When the Malayan Banking Corporation opened its doors for business in September 1960, it had one goal: to make banking accessible to all local businesses and people. To achieve this, the bank opened branches in cities and towns, big or small, all across Malaya.

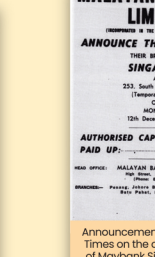
Sim Mah Kian, Maybank's Singapore area manager in the 1960s, oversaw the Maybank branches setting up here. His criteria for the branch location:  
"I would go to a place which had a Chinese medical shop. It meant there were many people, therefore it must be a popular place. Number two, there must be a beauty parlour... it meant the people there were wealthy and could afford to go to a beauty parlour. Number three, there must be a pawn shop... it meant people had money to put in a bank."



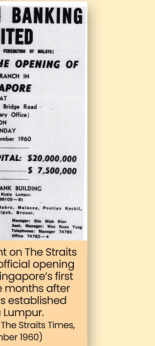
### A BANK FOR THE PEOPLE



Maybank's first newspaper advertisement announcing it was open for business. (Advertisement, The Straits Times, 12 September 1960)



Maybank opened its first branch in Singapore at South Bridge Road, in the heart of Chinatown on 12 December 1960.



Announcement on The Straits Times on the official opening of Maybank Singapore's first branch, three months after the bank was established in Kuala Lumpur. (Advertisement, The Straits Times, 12 December 1960)

### PUTTING DOWN ROOTS

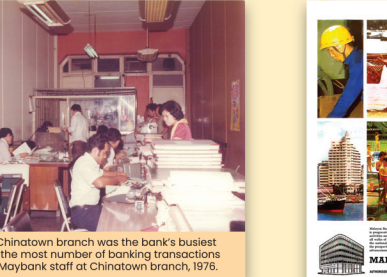
In December 1960, Maybank opened its first Singapore office. It then expanded rapidly. By 1965, it had 20 branches and in 2018, it incorporated its Community Financial Services business, showing its commitment to Singapore.

### PEOPLE FIRST

Human relationships are at the heart of Maybank's operations. Be it customers or staff, the bank consistently prioritises people.

**DID YOU KNOW?** During the economic crisis of the 1990s, Maybank did not retrench staff. Instead, the bank cut bonuses and costs to safeguard the livelihoods of staff and their families.

### SUPPORTING SINGAPORE



Maybank's Chinatown branch was the bank's busiest branch, with the most number of banking transactions carried out. Maybank staff at Chinatown branch, 1976.

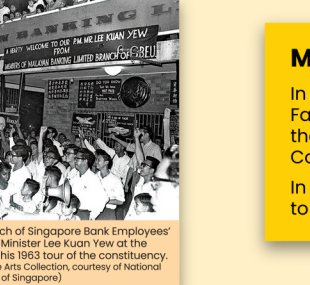


By the late 1960s, Maybank had grown into a network of branches across Singapore and Malaysia. (Advertisement, The Straits Times Annual, 1 January 1967)



Maybank has always supported businesses, large or small. (Advertisement, The Straits Times, 29 January 1971)

From being a banker to major industrial and manufacturing companies to raising funds for the less fortunate and volunteering for grassroots organisations, Maybank has always been a champion for Singapore.



Members of Maybank's Branch of Singapore Bank Employees' Union welcoming Prime Minister Lee Kuan Yew at the Queenstown branch during his 1963 tour of the constituency. (Ministry of Information and the Arts Collection, courtesy of National Archives of Singapore)

### EMPOWERING COMMUNITIES IN NEED

#### MAYBANK AND VERY SPECIAL ARTS SINGAPORE

In 1996, Maybank collaborated with Very Special Arts to organise a Greeting Card Design competition for disabled artists. The design of the winning artist, Hadijah Ali, was used for Maybank Singapore's festive packets and greeting cards that year.



The Straits Times, 12 August 1996, Page 6\*, SPH Media Limited. Reprinted with permission.



Maybank Securities Singapore "Trade for Good" Event, second year in running, 3 September 2024.

#### MAYBANK MOMENTUM GRANT AND TRADE FOR GOOD

The Maybank Momentum Grant was launched in 2021 to boost capital and capacity support for smaller charities to help them continue working with communities in need.

In 2023 and 2024, Maybank Securities Singapore donated all its net trading commissions generated that day to the Maybank Momentum Grant.

#### MAYBANK FAMILY FUND

In 2010, Maybank established the Maybank Family Fund to support programmes under the Central Community Development Council (CDC) to help needy families.

In 2018, Maybank extended the programme to all five CDCs.

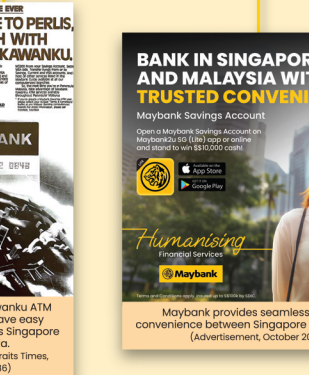


Maybank Singapore pledged an additional S\$2 million to support the Maybank Momentum Grant. The Maturity Night, 24 November 2022.

### ENHANCING CROSS-BORDER CONNECTIONS



Maybank's large network of branches means that its customers can access cash easily when they travel. (Advertisement, The Straits Times, 2 May 1980)



With Maybank's Kawanku ATM card, customers have easy access to cash across Singapore and Malaysia. (Advertisement, The Straits Times, 26 October 1988)



Maybank provides seamless banking convenience between Singapore and Malaysia. (Advertisement, October 2024)

Even though Singapore and Malaysia became two independent nations in 1965, Maybank continues to facilitate cross-border banking services for its customers on both sides of the Causeway.

**DID YOU KNOW?** This site was one of the first land parcels given to individuals after the British arrived in 1819. This parcel was granted to William Flint, brother-in-law of Sir Stamford Raffles. The land remained in the Flint family until the 1960s.  
Maybank and the Singapore Tourism Board jointly commissioned and sponsored "The River Merchants" sculpture. It is located in front of Maybank Tower by the Singapore River.

### MAYBANK TOWER. A LANDMARK TO MAYBANK'S COMMITMENT.



The original Whiteaways Building circa 1920s. Whiteaways was a premier department store. (Courtesy of National Archives of Singapore)



Maybank, second from right, took over the Whiteaways Building and added three storeys to it. The newly renovated Maybank Chambers officially opened on 4 January 1965. (Ministry of Information and the Arts Collection, courtesy of National Archives of Singapore)



Maybank Tower, since 2001.



The River Merchants sculpture, since 2003.

# A LEGACY OF COMMITMENT NOW AND BEYOND

*Humanising*  
Financial Services

