

AYA Bank Thoughtfully Initiates to Get Passengers and Drivers to Buckle Up

AYA Bank is Addressing Road Safety Situation by Providing Awareness Campaign Called, “Seat Belt – Life Belt”

Yangon, Myanmar: AYA Bank, as a trusted partner to the people of Myanmar, realizes that Myanmar is experiencing swift motorization. In regards to that, the number of miles travelled on roads and the traffic volume will go up creating the need to improve the road networks and to promote the road safety awareness.

In past years, many road accidents and fatalities were not recorded in Myanmar due to several reasons. For possible under-reporting, the WHO has developed a methodology with a variety of factors for estimating the road accidents and fatalities. Due to this methodology, the WHO estimated that in reality there were 10,809 fatalities in Myanmar in 2013 compared to the official figure of 3,612. According to this figure, the rate of fatalities per 100,000 populations would be 20.3 in Myanmar according to the WHO report in 2015.

According to the Yangon Region Traffic Patrol Police Department, in 2017, from January to June, in Yangon Region alone, there were 335 passengers lost their lives and 1,871 people injured due to the road accidents.

One of the key risk factors includes those behaviors such as increase the severity of injury in road crashes i.e. not wearing a seat belt, a helmet or child restraint. Acknowledging that the wide range of investments, initiatives and campaigns are in need to reduce the fatality and injury rates, AYA Bank steps forward to help promoting road safety awareness with its campaign, “Seat Belt- Life Belt” by letting the drivers and passengers know how wearing seat belts can save their lives.

Promoting long-term sustainability together with the township patrol police department, AYA Bank’s “Seat Belt-Life Belt” campaign movement is a common scene across the heavy-traffic streets of Yangon during the two-day campaign on 20 and 21 July 2017. During the campaign, AYA Bank’s associates together the high ranking officials of Kyauktada township patrol police department requested vehicles to stop for a while to receive seat belt covers as a gift to help them aware of how wearing seat belts can save the lives of them and their passengers.

U Myint Zaw, Managing Director of AYA Bank said, “As a bank and a trusted partner to our customers, we are glad that we have taken this initiatives into action as “Seat Belt-Life Belt” campaign. We are aware that a law requiring the wearing of seat belts (in both front and back seating positions) has recently been introduced and other laws are in the process of being enacted , such as requiring motorcycles to be sold with two helmets and banning the use of mobile phones while driving. And according to the Union Ministry of Transport & Communications, other measures have been put in place to support these laws including the adoption of a two-month education period prior to the enforcement of the seat belt law and the enactment of restrictions on representing the non-use of seat belts in movie, videos and



advertisements. Since last year, we have reinforced this great initiatives in terms of awareness campaign here in Yangon and this year we will expand the campaign to Mandalay as well. We do it not because we must, but because we want to.”

AYA Bank has recently won the award, “BEST BANK FOR CSR” by ASIAMONEY with this road safety campaign, “Seat Belt- Life Belt”. ASIAMONEY emphasized, “These CSR initiatives are thoughtful and socially focused and a more sustained effort than getting a team of employees to muck in and help after a tropical cyclone has blown away villages.”

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About AYA Bank

AYA Bank received its banking license from the Central Bank of Myanmar on 2 July 2010 and began operations on 11 August 2010. The bank is authorised to operate as an investment or development bank for the domestic market and the approved banking activities include borrowing or raising of money, lending or advancing of money either secured or unsecured, receiving securities or valuables for safe custody, collecting and transmitting money and securities, and provides international banking services including international remittance, payment and trade services. AYA Bank subscribes to global standards in governance, risk and compliance in its management and operations. The bank has engaged talents with both domestic and international exposures and has invested significantly in training and technology as a way to ensure long term sustainable growth for the bank and for the community it serves.

Since its inception, the bank has grown steadily, with the number of branches increased progressively to 219 branches and customer deposits grew healthily to Kyats 3.95 Trillion as at end April 2017, signifying increased confidence among the public in the bank.

For the years ahead, the bank will continue to extend its branch network throughout Myanmar. It will continue to focus on building relationships with customers, providing excellent customer service, and leveraging technology as the enabler to enhance its customer base. At the same time, the bank aims to strengthen its governance, risk and compliance structure as a measure to ensure balance and sustain growth.