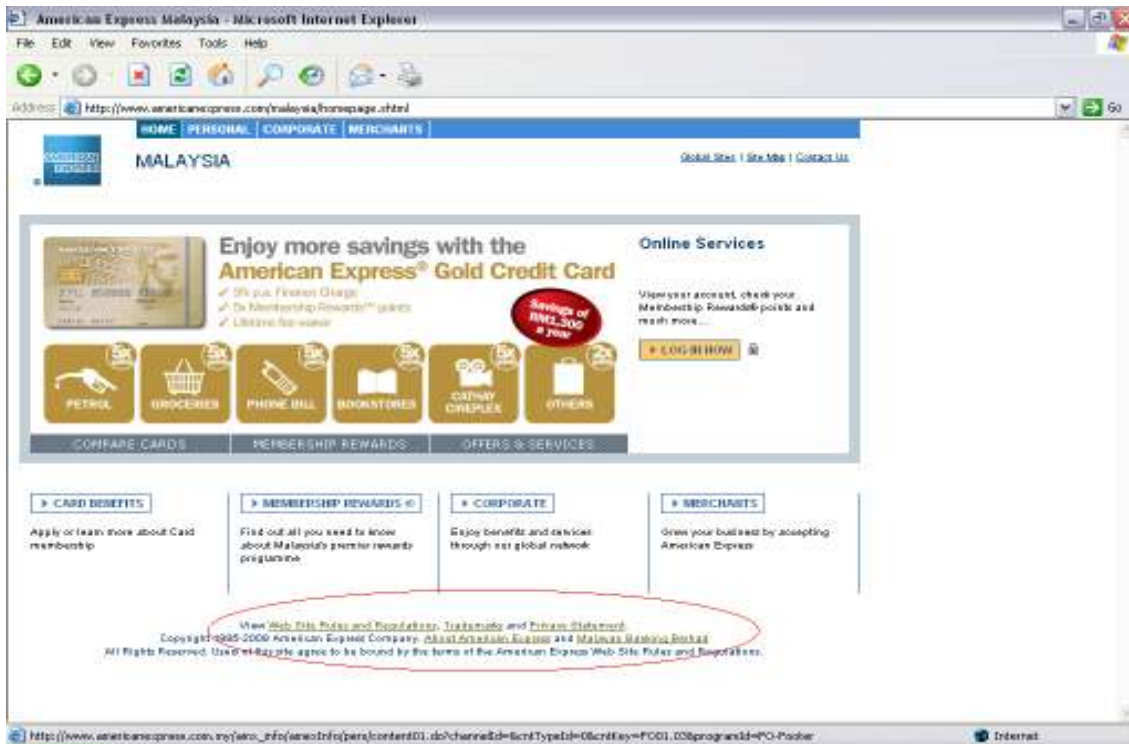


3.0 REQUIREMENTS

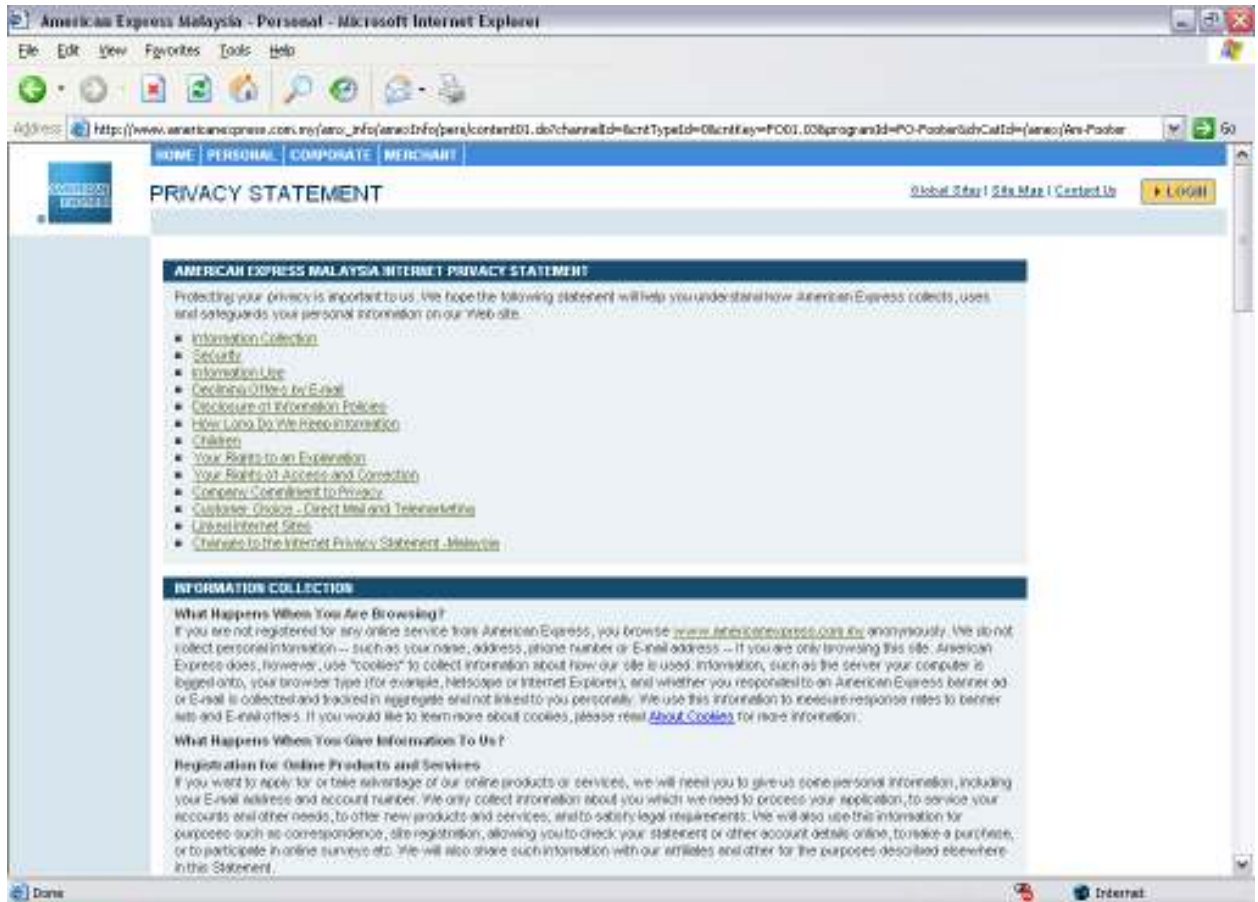
3.1 Web Portal URL/Link Activation

- ✓ To enable customers to view the detailed contents of the following Links at Amex Portal. This link content and url should follow from main page <http://www.americanexpress.com/malaysia/homepage.shtml>.



- American Express Customer Internet Privacy Statement

This page displays detailed information on client's private information usage.



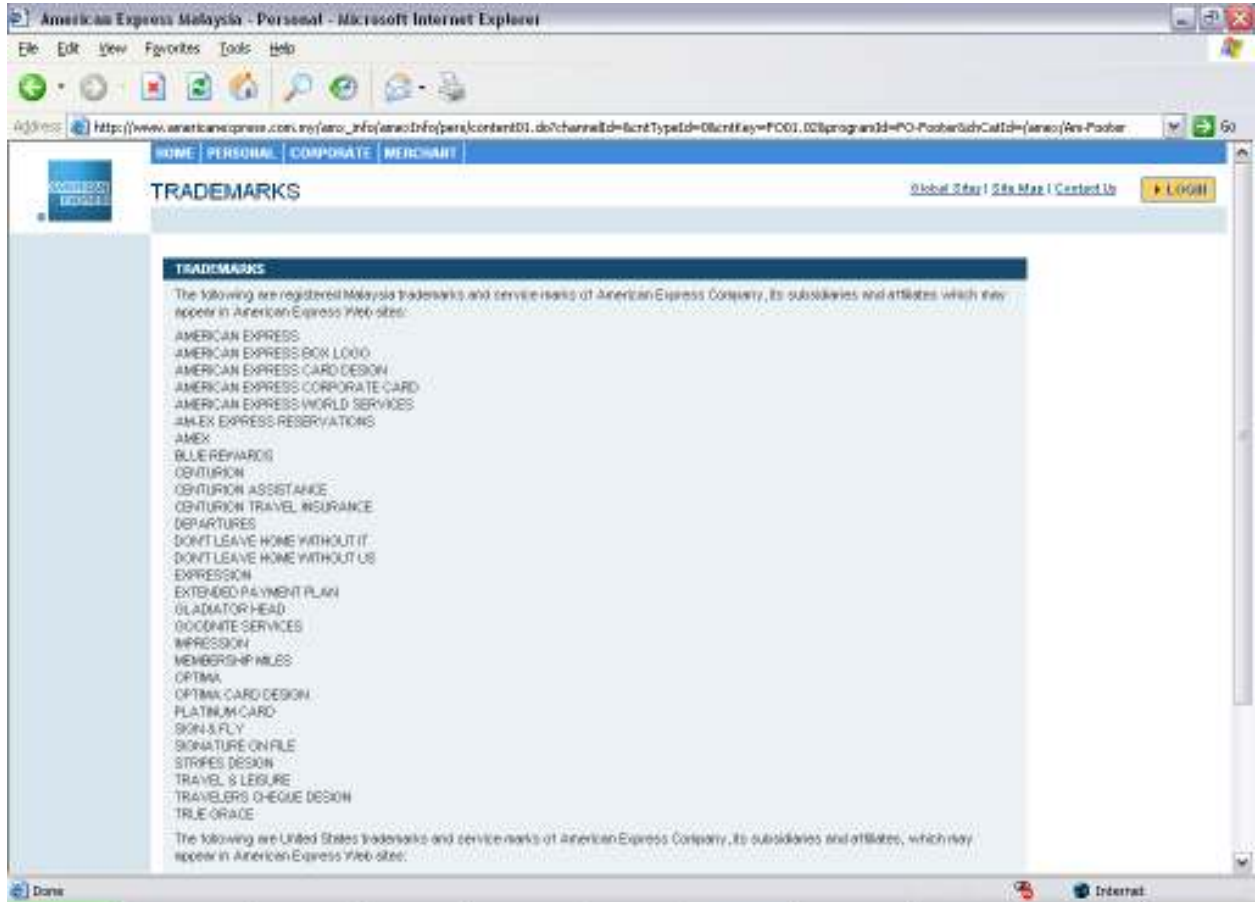
- Web site rules and regulations

This page specifies the standard web site governing rules as per mandated by existing laws.



- Trademarks

This page specifies all registered trademarks affiliated or used by AMEX websites.



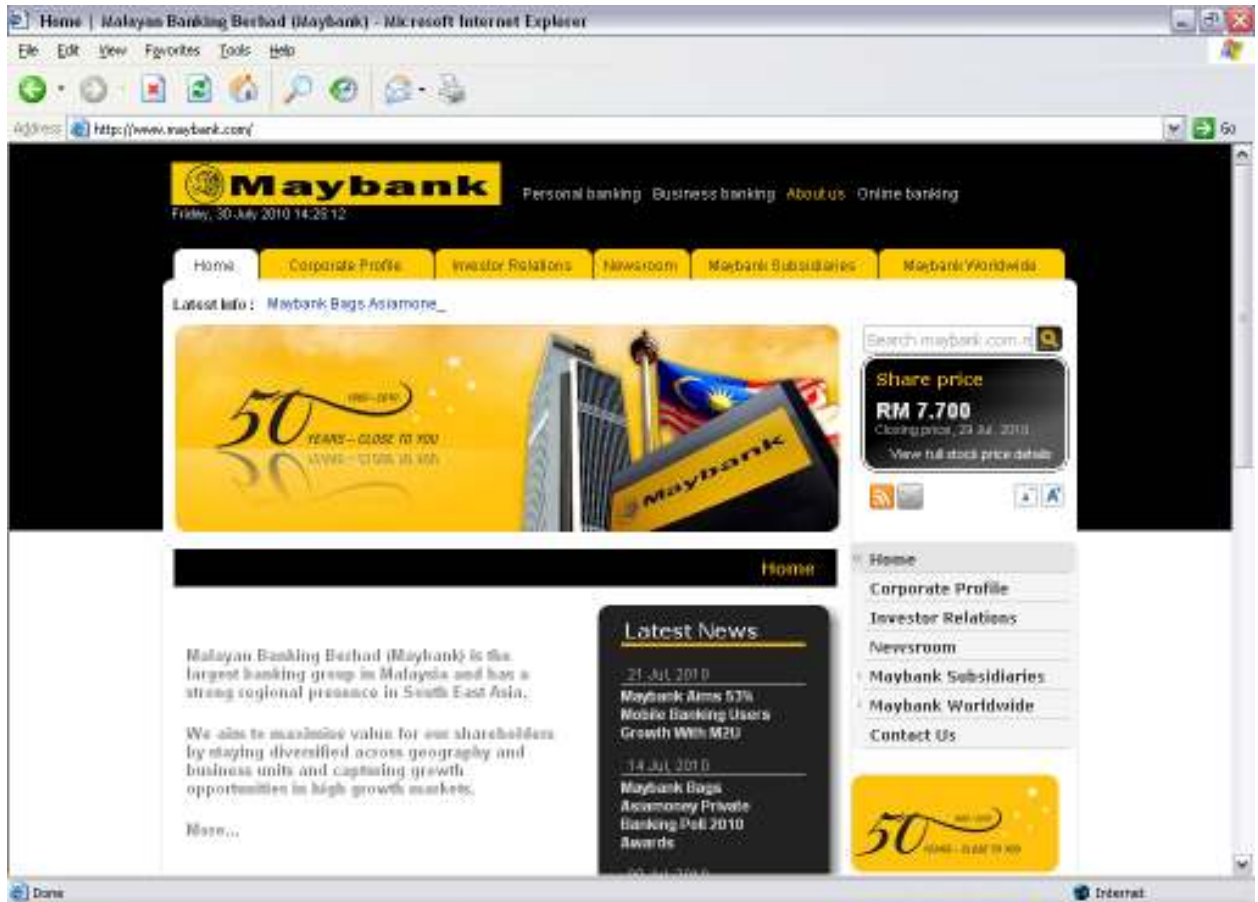
- About American Express

This page is used to view the AMEX company profile. Note that this link navigates away from Malaysia homepage and redirected to AMEX homepage.



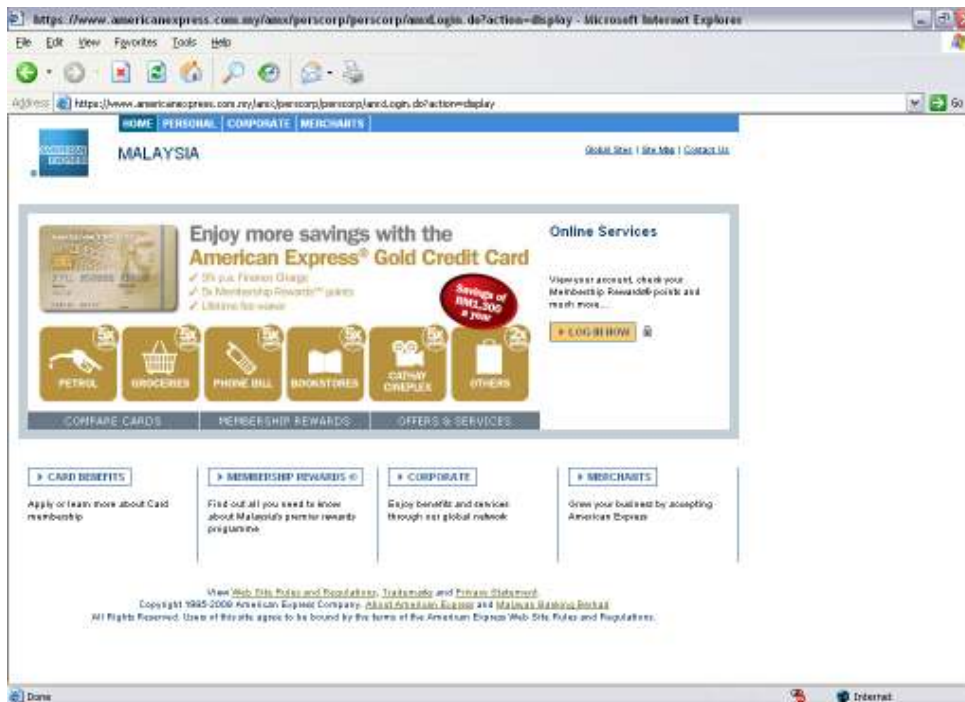
- Malayan Banking Berhad

This page is used to view the Maybank's company profile. Note that this url differs from M2U homepage link. Customers need to click 'Personal Banking' to navigate away from this page and directed to M2U website.



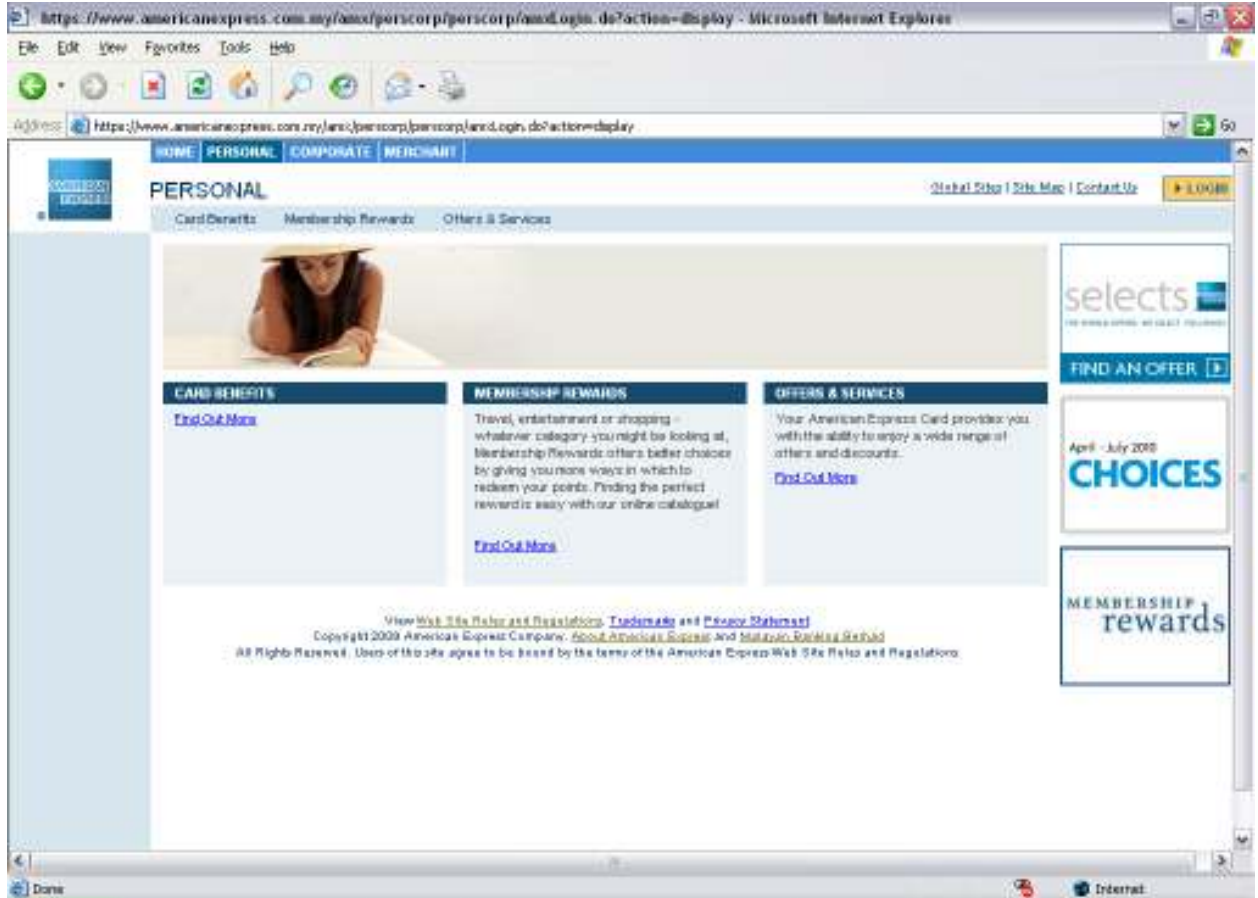
- Home

This page displays the root or default home page.



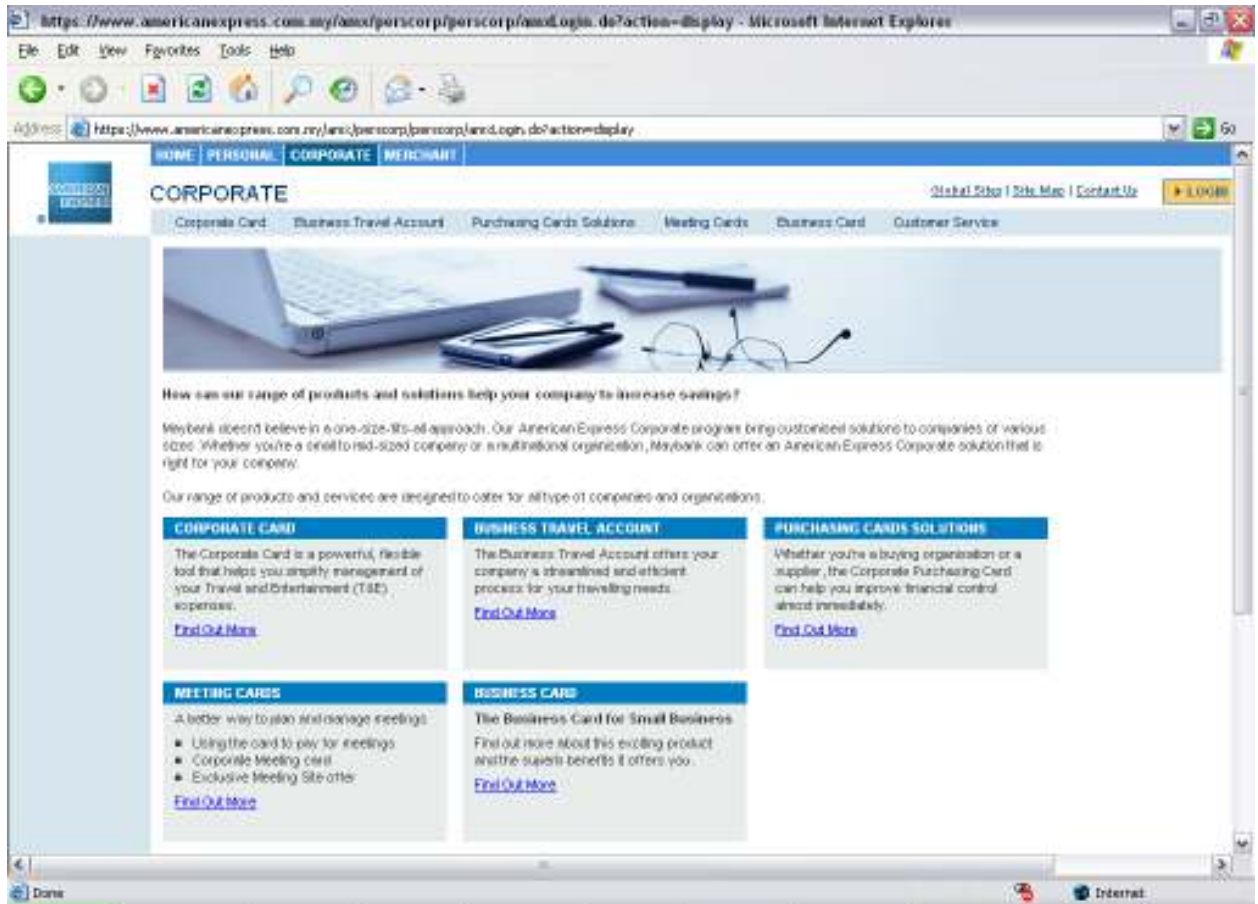
- Personal

This page displays selections for Card Benefits, membership rewards, Offers and Services available to the client.



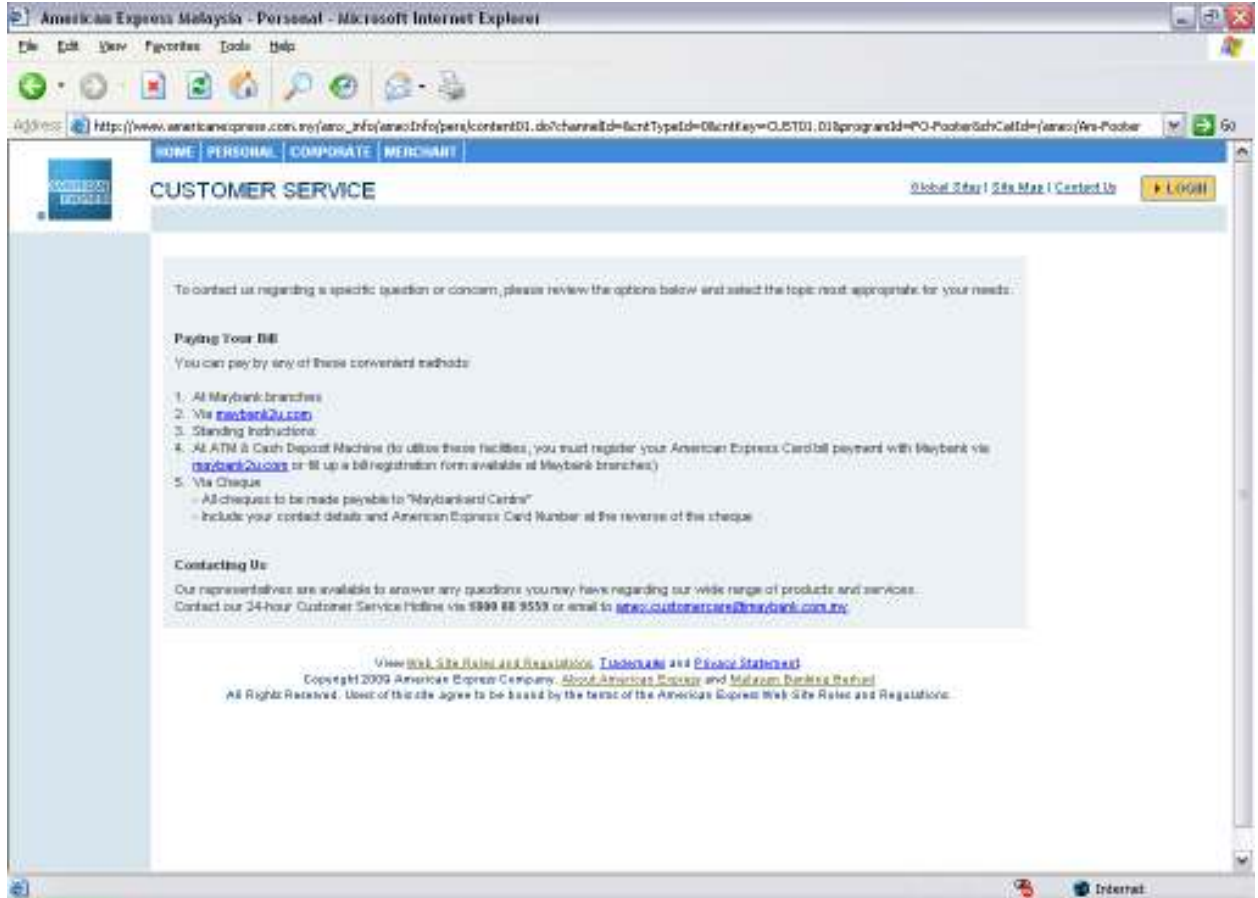
- Corporate

This page displays menu options for all Corporate card types



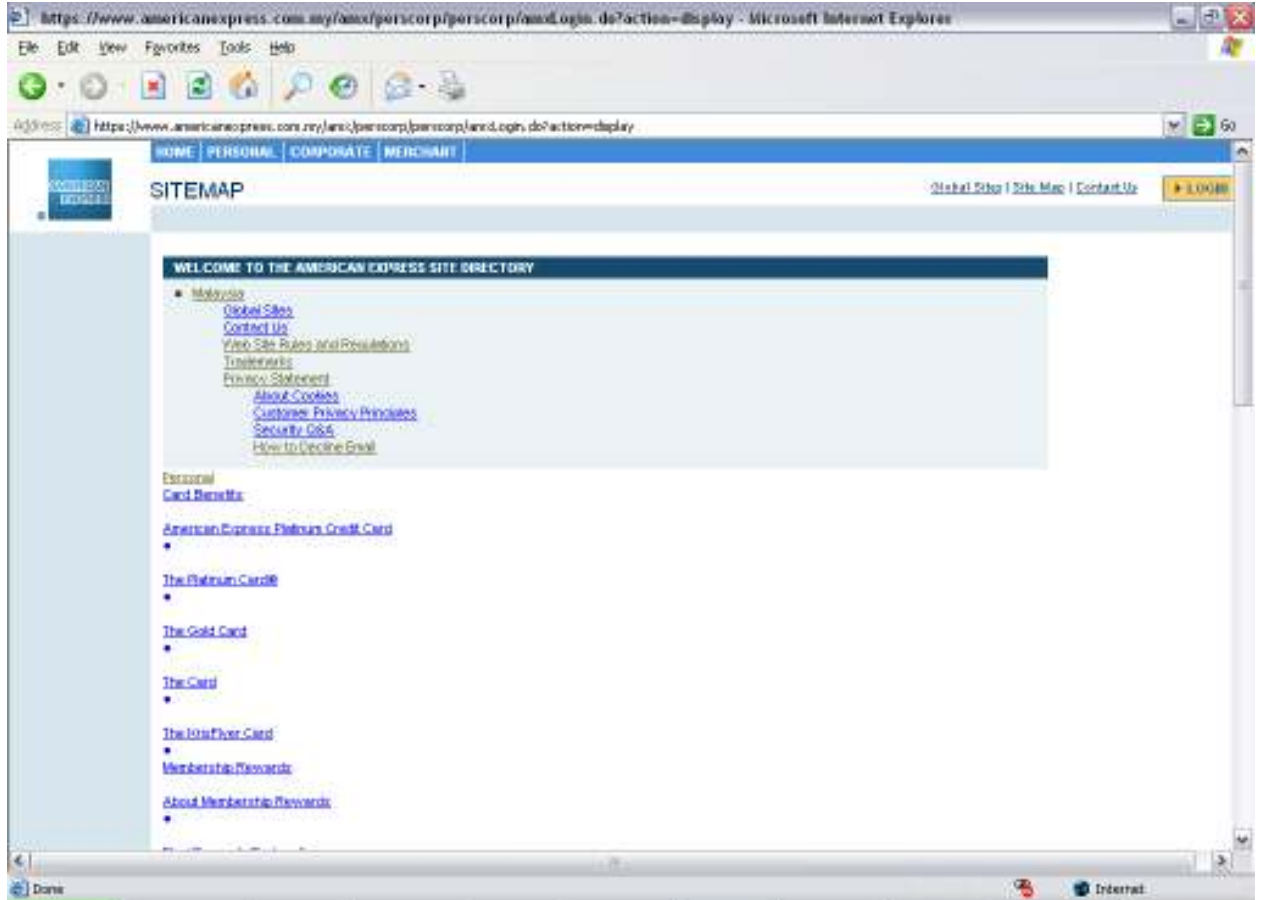
- Customer Service

This page displays the Customer service and helpdesk contact information



- Site Directory

This page displays the site map and quick links for easy navigation to the web portal.



- Set opt-out preferences

This page is used to set email preferences, in order to decline or receive email offers, newsletters and other updates from AMEX.

Currently, Malaysian AMEX portal site does not support nor sends any email promotions, newsletters, etc. to clients. As such, this link can be deactivated.

Requirement: To remove the following statements that appears in AMEX portal pages:

Maybank requires your e-mail address to send you important information about your account. We may also send you information about benefits and offers suited to your needs. If you do not want to receive marketing communication by E-mail from Maybank please see our [Privacy Statement](#) for details or [set opt-put preferences](#).

Summary of Proposed Target Links

Text Link	Target URL
American Express Customer Internet Privacy Statement	http://www.americanexpress.com.my/amx_info/amexInfo/pers/content01.do?channelId=&cntTypeld=0&cntKey=FO01.03&programId=FO-Footer&chCatId=/amex/Am-Footer
Web site rules and regulations	http://www.americanexpress.com.my/amx_info/amexInfo/pers/content01.do?channelId=&cntTypeld=0&cntKey=FO01.01&programId=FO-Footer&chCatId=/amex/Am-Footer
Trademarks	http://www.americanexpress.com.my/amx_info/amexInfo/pers/content01.do?channelId=&cntTypeld=0&cntKey=FO01.02&programId=FO-Footer&chCatId=/amex/Am-Footer
About American Express	http://www.americanexpress.com.my/amx_info/amexInfo/pers/content01.do?channelId=&cntTypeld=0&cntKey=FO01.04&programId=FO-Footer&chCatId=/amex/Am-Footer Clicking OK should route to this link: http://home3.americanexpress.com/corp/
Malayan Banking Berhad	http://www.americanexpress.com.my/amx_info/amexInfo/pers/content01.do?channelId=&cntTypeld=0&cntKey=FO01.05&programId=FO-Footer&chCatId=/amex/Am-Footer Clicking OK should route to this link: http://www.maybank.com/
Home	http://www.americanexpress.com/malaysia/homepage.shtml
Personal	http://www.americanexpress.com.my/amx_info/amexInfo/pers/channel02.do?channelId=Am-Personal&chCatId=/amex/Am-Personal
Corporate	http://www.americanexpress.com.my/amx_info/amexInfo/corp/channel02.do?channelId=Am-Corporate&chCatId=/amex/Am-Corporate
Customer Service	http://www.americanexpress.com.my/amx_info/amexInfo/pers/content01.do?channelId=&cntTypeld=0&cntKey=CUST01.02&programId=FO-Footer&chCatId=/amex/Am-Footer
Site Directory	http://www.americanexpress.com.my/amx_info/amexInfo/pers/content02.do?channelId=&cntTypeld=0&cntKey=Site01.01&programId=SI-Sitemap&chCatId=/amex/Am-Footer
Set opt-out preferences	https://www201.americanexpress.com/ipp/privacy.do