



Redefine user experience: The Military Commercial Joint- Stock Bank mobile app upgrade

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The Military Commercial Joint-stock Bank (MB) is one of the largest banks in Vietnam with a market capitalization of close to \$2 billion, has sold 64.3 million shares in a private placement to eight foreign funds for 1.72 trillion dongs (\$74.6 million). The Bank's MBBANK, a SAO KHUE 2019 award-winning mobile app is one of MB's proudest tools for its customers that can provide many of its services.

In 2019, MB has decided to have Alphaway as the solution provider for the app's improvement. Their vision is an app that can meet all customer's essential needs in a simple, user-friendly design.

With the help of Alphaway, the new version of MBBANK app has been thriving in the market, which in turn contributes to the 29% increase in profit of MB in the last quarter of the year 2019.