

Our purpose

Helping people create their tomorrow

AMP's new purpose brings to life the way we help customers build their financial wellbeing and achieve their goals – no matter how small.

Offering services in financial advice and superannuation, retirement income, banking and investment products, we are committed to helping people create their tomorrow.

AMP Limited supports its customers through key businesses and strategic partnerships.

AMP Bank

Providing customers with home loans, deposit and transaction accounts in Australia.

Australian Wealth Management

Comprising three business lines providing advice, superannuation (Master Trust), and investment management platforms to customers.

New Zealand Wealth Management

Supporting customers with super, retirement, financial advice and general insurance, directly and through one of the largest networks of financial advisers in New Zealand.

Strategic partnerships

Leveraging partnerships to expand capabilities and meet customer and market demands.

Quay Quarter Tower

The Sydney Quay Quarter Tower (QQT) building, AMP's new headquarters and next door to its former office in Circular Quay, was developed with a repurposed core, saving approximately 8,000 tonnes of embodied carbon and is powered by 100% renewable electricity. It has been awarded a 6 Star Green Star – Office Design v3 rating from the Green Building Council of Australia.



Photo: Adam Mørk