

Press Release

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Maybank sees 20% rise in 2013 TreatsFair sales to RM24 million - targeting over 2 billion TreatsPoints Redemption

Maybank TreatsFair, the nation's largest one-stop instant redemption event for its regional cardmembers, has returned for its ninth consecutive year with more offerings and prizes. The four-day fair, held at Mid Valley Mega Mall Kuala Lumpur from today, is expected to register total sales and redemptions worth RM24 million, 20% higher than last year.

The fair was launched today by Maybank Executive Vice President & Head of Cards and Wealth, B Ravintharan. Also present at the event were Vikram Singh, Director Business Development, Card Services Asia, American Express International, Mohamed Ameen Abdul Wahab, Vice President, Member Relations & Advance Payments, MasterCard Worldwide and Stuart Tomlinson, Country Manager Malaysia, VISA International

Ravintharan said that the Maybank TreatsFair has become a flagship event for its cardmembers, offering tremendous savings and convenience to customers in Malaysia and the region. It allows Maybank customers from Malaysia, Singapore, Indonesia and the Philippines to redeem a wide range of goods and services using their Maybankard TreatsPoints.

"The Maybank TreatsFair has created an impact not only among our customers but also our merchants who have registered strong sales year after year through this event," he said. "The economic impact from the TreatsFair during the four day period is indeed significant."

Last year, the TreatsFair attracted some 235,000 visitors and saw more than 1.5 billion TreatsPoints redeemed. It garnered a total sum of RM20 million in sales.

"This year, we are expecting our visitor numbers to reach 250,000 and sales to reach RM24 million, including redemption of about 2 billion TreatsPoints," added Ravintharan. He added that a total of 120 merchants occupying more than 250 booths are participating in the event this year. The fair offers a wide range of products and services in various categories such as living & electrical, fashion, beauty products, kids, travel, gadgets, communications and lifestyle.

Among the merchants include Epi Centre, Sony, Nokia, Foto Miami, YTL Communications, Digi, ST Connection - Samsung, LeRun, AEON Big, Electrolux, Ogawa, Malaysia Airlines, Mayflower and Sepang International Circuit. For the first time, the TreatsFair is also featuring a merchant from Singapore, namely Resorts World Singapore which is offering special packages exclusive to Maybank cardmembers.

"Our TreatsFair is also unique as we have added convenience in the form of DBKL and Royal Malaysian Police booths. Cardmembers can make payments for their assessments and traffic summonses respectively, simply by using their TreatsPoints at these booths," said Ravintharan.

The Fair also has an option for applicants who wish to apply for a Maybank credit cards. Maybank is offering on the spot processing with almost instant approval for eligible customers.

In conjunction with the TreatsFair, Maybank has also launched "Win Your Dream Car with Just RM100" campaign which will run from 4 July to 3 November 2013. Under this campaign, American Express, Mastercard and Visa cardmembers who spend a minimum of RM100 on any of the cards will stand a chance to win attractive prizes. These include a BMW z4 for Visa and MasterCard, a Mini Cooper S Paceman and Mini Cooper S Coupe for American Express.

In addition, they will also stand a chance to win daily prizes like 123 units of Samsung Galaxy Note 8 for Visa and MasterCard cardmembers and 123 units Nikon DSLR Camera for American Express cardmembers. Other prizes which are up for grabs include a free air ticket to Los Angeles as well as guaranteed gifts with spending, and a chance to win one million TreatsPoints to a lucky winner.

The event will also showcase live stage performances by Faizal Tahir, Hafiz Hamidun, Dayang Norfaizah, Bob Yusof, Winnie K, Aaron Aziz and Fahrin Ahmad, who are the Red Ribbon Celebrity Supporter of Malaysian AIDs Council and many other performances throughout the four days event.

Cardmembers can also participate in the auctions where the proceeds will be donated to Malaysian AIDS Foundation (MAF). Maybank collected RM72,250 from the auction throughout the 4 days in 2012 and the anticipate that the collection will be higher this year.

Since its introduction in 2005, the Maybank TreatsFair has won various recognitions including a Gold Dragon 2009 in Promotion Marketing Awards of Asia (PMAA) and Bronze Awards in 2009 MAA Globes for Best Effective Long Term Marketing. This year, the TreatsFair won a Gold Award in Excellence in Experiential/Event Marketing in the Marketing Excellence Awards.