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Maybank sees TreatsFair sales rising 15% to RM23 million

Fair Offers Special discounts of 15-30% for “Mamma Mia” ticket purchases

Maybank is expecting sales at its TreatsFair 2014 to rise by at least 15% to over RM23 million in view of the many special offers to celebrate the 10th Anniversary of this annual event this year.

These include 10,000 free gifts and 10 million TreatPoints be given away to cardmembers daily as well as promotional deals to purchase selected second items for only RM10. In addition, Maybank cardmembers can also enjoy an exclusive 20% discount for tickets to the Mamma Mia Musical Premier Night, 30% discount on the Friday matinee show and 15% discount on weekend performances when purchasing tickets at the TreatsFair. The musical will come to Kuala Lumpur in December 2014 with Maybank as the Exclusive Presenter.

The four-day Fair, being held at Mid Valley Exhibition Centre Kuala Lumpur beginning today, is also expected to register at least 10,000 more visitors this year compared with the 250,000 who visited last year.

Maybank Treats Fair 2014 was launched by Head, Cards Group, Community Financial Services, 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 Mr Ng Kong Boon, Country Manager Malaysia, VISA International.

Speaking at the launch, Ravintharan said that over the years the Maybank TreatsFair has gained popularity not only in Malaysia, but also among Maybank customers in Singapore, Indonesia and the Philippines. This year marks the 10th anniversary of Treats Fair where we have more products and merchants to give cardmembers the best deals and unbeatable bargains not found anywhere else.

“The Maybank TreatsFair has not only been a platform to provide unrivalled benefits to our cardmembers across the region, it has also helped support the country’s economic growth through the significant amount of sales and redemptions, as well as attracting visitors from the region,” he said. “In fact, over the last 10 years, we have generated sales of over RM100 million for our merchants and business partners, and served over 1.5 Mil cardmembers through our TreatsFair alone.”

Added Ravintharan “The economic benefit from the four-day TreatsFair is even more substantial when you consider the impact to cardmembers’ wallets as they enjoy significant savings from the huge discounts available at the event.”

For 2014, Ravintharan said Maybank was expecting redemption to rise by over 20% to about 2.5 billion TreatsPoints compared with the 2.0 billion TreatsPoints redeemed last year. “Over 250 retailers are participating in this year’s event as they have experienced how lucrative the TreatsFair has grown to be.”

This year's TreatsFair will offer a wide range of products and services in various categories such as living & electrical, fashion, beauty products, kids, travel, electronic gadgets, communications and lifestyle. Among the merchants include Mayflower Travel, Ogawa, Samsung, Philips, LEGOLAND Malaysia Resort, Pandora, Universal Studios Singapore, LeRun, Foto Miami, Sony, Epi Center, Nestle and many more.

An additional attraction is the availability of PDRM and DBKL booths where customers can make their payments for traffic summonses and property assessments using their TreatsPoints, without having to use cash. This is another way Maybank have created value for cardmembers and will continue to find other innovative avenues for their benefit.

The Fair will also have an attractive offer for those who wish to apply for a Maybank credit cards. Maybank is offering on the spot processing with almost instant approval for eligible customers.

Cardmembers can also participate in the Treats Charity Auction where electronic gadgets like iPad Air, Samsung Galaxy S5, iPad mini, Canon camera and many other items will be up for grabs at attractive prices. Proceeds from the auction will be donated to Malaysian AIDS Foundation (MAF). This is the fourth year Maybank has been collaborating with Malaysian AIDS Foundation. Last year, Maybank had raised RM75,334 from the auction.

There will be live stage performances and appearances by stars such as Dayang Nurfaizah, Najwa Latiff, Aaron Aziz, Winnie K, Fahrin Ahmad and Joey G who are the Red Ribbon Celebrity Supporters of the Malaysian AIDS Council. They will also be joined by Azhael, Indah, Dharsini and Jie Ying who are Astro celebrities.

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. The Maybank TreatsFair is the largest one-stop redemption fair of its kind in Malaysia.

In conjunction with TreatsFair, Maybank will also be launching a special Premier 1 account campaign which offers additional interest of up to 1.50% per annum. Details can obtained at www.Maybank2u.com.my
