

## MAYBANK COLLABORATES WITH POS MALAYSIA TO OFFER BANKING SERVICES AT POS MALAYSIA'S TASIK CHINI BRANCH

Maybank has extended its agent banking services to POS Malaysia's Tasik Chini branch in Pahang. Agent banking services enable customers to undertake banking activities at designated POS Malaysia's offices namely over-the-counter transactions such as cash deposits, cash payments, cash withdrawals and repayment for loan/hire purchase/credit card. The latest inclusion of POS Malaysia Tasik Chini brings to 347 the number of POS Malaysia offices nationwide to offer such services to the public.

The new service was launched recently by Tasik Chini state assemblyman, Dato' Abu Bakar Harun together with Dato' Mohd Hanif Bin Suadi, Head of Community Distribution, Community Financial Services, Maybank Malaysia; Marina Kahar, Director of Finance Development and Enterprise, Bank Negara and Bahaman Kamaruzzaman, Chief Operating Officer, POS Malaysia Bhd.

The agent banking service in Tasik Chini Pos Malaysia branch was introduced on a pilot basis since February 2014, has recorded an average of 500 transactions monthly, the highest number of banking transactions compared to 13 other POS Malaysia outlets in Pahang. Tasik Chini is located about 100 km from Kuantan and 60 km from Bandar Muadzam and is an ideal option for the local community to perform their basic banking transactions.

Dato' Mohd Hanif Suadi, in his speech said the agent banking service in Tasik Chini is expected to exceed 5,500 transactions by the end of this year. "The service has been well-received by the local community judging from the increasing number of transactions, particularly in deposits," he added.

Dato' Hanif also said that Maybank and POS Malaysia will continue to enhance the service from time to time in consultation with Bank Negara. "This is done so that we can provide more comprehensive services in line with our mission to humanise financial services," he added.

Meanwhile, Marina Kahar said this service is in line with Bank Negara's initiative for financial inclusion to ensure that everyone, including those who may not have easy access to banks to benefit from quality financial services at a reasonable cost. This she added, can be achieved through the availability of services such as agent banking."

Meanwhile, Bahaman said, "Through our strategic collaboration and a wide network of 705 branches nationwide, POS Malaysia has been able to provide easy access to customers by offering a variety of products and services. This is in line with our aspiration to develop our branches as one-stop centres for our customers. Thus, the collaboration with Maybank will help us continue providing easy access to the public ."

The event also saw Maybank and POS Malaysia present tokens of appreciation to three active customers of Maybank's banking services at POS Malaysia's Tasik Chini branch

namley Encik Asmuni bin Sias, Puan Nur Murni binti Din and Encik Muhamad Zaidi bin Azizan.

The Maybank-POS Malaysia agent banking services was first introduced in 2010 at Post Benut, Pontian Johor, as part of Maybank's initiative to provide banking services to the under banked. Since its inception, the service has been extended to other States and has served more than 150,000 customers throughout the country.