

Maybank strengthens digital banking presence with launch of 2 first-of-its-kind Apps

Maybank Treats & Property Finder Apps first in ASEAN

Maybank today launched two new digital banking applications - **Maybank Treats and Maybank Property Finder** Apps - bringing to the South East Asian markets first-of-its-kind convenience for customers. The introduction of the two apps aims to strengthen the Group's digital presence as well as enhance convenience for its cards and mortgage customers.

The two apps were launched by the Group President and CEO of Maybank, Datuk Abdul Farid Alias, in Kuala Lumpur today.

Designed for use in Maybank's key home markets of Malaysia, Indonesia, Singapore and the Philippines, both these apps allow customers to experience simple and user-friendly digital banking solutions that suit their lifestyles. The apps are optimised across multiple platforms including for iOS and Android powered smartphones.

The Maybank Treats and Maybank Property Finder apps are expected to boost Maybank's digital banking presence, with a target of 50,000 downloads each this year. Maybank had successfully launched its enhanced M2u App on 8 September 2014 which has seen over 1 million downloads since its introduction while its recent launch of Quick Balance has seen over 80,000 registrations.

Datuk Abdul Farid Alias said that the introduction of these two new apps in quick succession signifies the Bank's determination to build its digital banking presence and meet the fast evolving demands of customers, especially the younger generation.

"Research¹ has shown that in Asia alone, digital banking consumers are expected to grow from 670 million in 2012 to 1.7 billion in 2020. About 40% of mass affluent customers now prefer online or mobile banking, and among those under 40 years of age, around half prefer digital banking," he said. "Quite clearly, this phenomenon presents banks an opportunity to serve such customers through a more focused and cost effective manner which will ultimately help boost our reach and business volumes."

Datuk Farid added that Maybank had been at the forefront of digitising its banking services since its early years, being the first local bank to computerise in 1978, the first to introduce ATMs in 1981, and the pioneer bank to launch internet banking in 2000, among many other achievements.

"Today, with the advent of technology and the shift to the digital space, we are riding that wave of change to ensure that we continue to remain relevant to customers and utilise our strengths in this area to serve them regionally," he said.

¹ McKinsey & Co- Retail Banking in Asia -2014

The Maybank Treats App provides card holders with information on the latest promotions and offers that are available nearby without them having to carry a catalogue. This will enable them to fully benefit from savings and promotions offered without depending on store owners or on-ground marketing materials to offer discounts or price cuts. This app is customised for regional markets, where Maybank cardholders living in, or travelling within Malaysia, Singapore, Indonesia or the Philippines, can avail themselves to Maybank's regional Treats offers.

“The Maybank Treats App is the only regional cards app of its kind, and will serve the growing card base that we are building across our home markets. It will search for promotions and offers which are relevant to the specific Maybank card and notify the cardholder of their availability,” said Datuk Farid. “The intention is to build on our regional value proposition so that customers enjoy a seamless experience by banking with the Maybank Group.”

The Maybank Treats app comes with an accompanying Merchant App that enables card merchants to place their promotions to be broadcasted on to the iBeacon, a special Bluetooth device placed at merchant stores.

The Maybank Property Finder app, meanwhile aims to assist users to search for properties which are up for sale. This app, will benefit any prospective buyer - whether local or from abroad - as they can search for properties either for living, investment or business, in a location of their choice or range that suits their financial needs. Users need not be Maybank customers and can enjoy the luxury of later browsing through their mobile devices for properties conveniently anytime, anywhere.

Datuk Abdul Farid said that there are no similar applications in South East Asia that has been developed by a financial institution which shows properties that are currently available for sale in real-time.

“The Maybank Property Finder App is a value-added service that we are providing to anyone interested in buying a property. It is now available in Malaysia and will be progressively rolled out to Singapore, Indonesia and the Philippines by the end of 2015,” he said. “This is very much in line with our mission of humanising financial services and commitment to providing financial services to the people.”

The two apps are available for download via the Apple AppStore and the Google Play Store today.