

MAYBANK TREATSFAIR TARGETS 275,000 VISITORS WITH RM23 MILLION SALES

- ***Expands Treats Fair to the Philippines to strengthen Maybank's Cards positioning in the region***

Maybank today launched its 11th annual Treats Fair in Kuala Lumpur, targeting to achieve over RM23 million in sales, more than 10% rise from the RM21 million recorded in 2014. A total of 275,000 visitors is expected, up from the 260,000 last year.

The continued success of the Treats Fair has also seen Maybank expand this event concept regionally with the introduction of a similar Treats Fair in the Philippines, as part of the Group's strategy to strengthen its regional Cards positioning.

The Maybank Treats Fair, which is Malaysia's largest one-stop instant redemption fair, not only offers tremendous saving for Maybank Cardmembers from across the region, but also creates significant economic benefits for Maybank credit card merchants who enjoy brisk sales over the four-day event.

With the theme "Hits and Music" this year, the event held from 11 - 14 June 2015 at Mid Valley Exhibition Centre, Kuala Lumpur, will also kick start a Maybank initiative to promote cashless transactions to the Generation Z segment comprising youths between 18-24 years old. Two local celebrities, Akim and Stacy, were named the brand ambassadors to build the campaign momentum and customer engagement throughout the year.

Carrying a hashtag #CashIsOldSkool, the campaign aims to create awareness and encourage usage of debit cards amongst younger generations and undergraduates, as part of the efforts to promote electronic payments and create a cashless society.

Maybank's Group President and CEO, Datuk Abdul Farid Alias, with the Head of Community Financial Services Malaysia, Hamirullah Boorhan, and the Head of Cards, Group Community Financial Services, B Ravintharan, launched the Maybank Treats Fairs and the #CashIsOldSkool campaign today together with representatives from its partners American Express International, MasterCard Worldwide and VISA Malaysia.

Speaking at the event, Hamirullah said that the TreatsFair had a humble start with only 60 booths, 43,000 visitors and sales of about half a million ringgit in 2005. "Today, the event has grown into one that generates over RM 20 million in sales, 250 booths and over 260,000 visitors, reflecting the growth of Maybank's credit card business in the market.

"Following the success of our Treats Fair in Malaysia, we took the concept to the Philippines in late 2014 with our pioneer event held at Bonifacio Global City," he added. "This was indeed a success as evidenced by a 123% rise in card spend and a 13% increase in depositor base".

Maybank TreatsFair is open to all Maybank credit, charge and debit Cardmembers issued by Maybank, Maybank Islamic, Maybank Singapore, BII, Maybank Philippines and Maybank Cambodia.

On the innovation front, in the last 12 months, Maybank had partnered with Visa to launch several first-in-market products such as Maybank Visa Watch2Pay and PayWave Micro Tag to drive speedy payment solutions to the Cardmembers. At this Treats Fair, Maybank brings another first in Malaysia and Asia Pacific - the Maybank Visa Paywave Self-Serve Coffee Machine where no spare change is required for customers to enjoy a cup of premium coffee, just wave the Maybank Visa PayWave Card.

The Treats Fair offers a wide range of products and services catering to different lifestyle needs, ranging from Home Living & Electrical, Fashion, Beauty, Kids & Travel & Gadgets and Communications & Lifestyle. Participating merchants include TGV, Harvey Norman, AEON Big, Best Denki, Gintell, Habib, Pandora, EpiCentre, Samsung, Foto Miami, Mayflower Travel and many more. Legoland, Resort World Singapore and KLCC Aquaria are also participating with special packages exclusive to Maybank Cardmembers.

Cardmembers will also get guaranteed gifts for every minimum spend of RM200 for Maybank Ikhwan Cards, RM500 and RM2,000 for Maybank cards. In addition, every purchase of RM300 will entitle Cardmembers a chance to spin a Wheel of Treats. Cardmembers also stand a chance to win over 40 million Treats Points and great prizes with a total of 4 main prizes to be won where they can take home ½ troy ounces Kijang Emas Gold Bullion Coins worth over RM9,000. They can also redeem an array of Maybank premiums and shopping vouchers at Treats Megastore.

Other than shopping, Cardmembers can support the needy by participating in Chart-Topping Charity Auction Deals, an activity where proceeds from the auction for featured items will be donated to Malaysian AIDS Foundation (MAF). They may also donate Treats Points or purchase premium items sold by MAF.

There will be live stage performances and appearances by Malaysian artists such as Firman, Aril, Kaka Azraff, Amy, Yuli, Paladin, Aaron Aziz, Fahrin Ahmad and many other performances throughout the 4-day event. Cardmembers are also rewarded with up to 5 times points for their purchases made at Treats Fair; 2x points - for Maybank Visa, MasterCard and American Express; 5x points for EzyPay 0% Interest Free Instalment; 5x points for Maybank 2 American Express.

Instant card issuance bundled with complimentary gifts for new customers who sign-up for Maybank Credit Cards are also available. Cards will be issued on-the-spot and customers will receive a sling bag for Maybank Ikhwan Cards and an umbrella with minimum spend of RM100 at TreatsFair for Maybank

The #CashIsOldSkool campaign will be held from 11 June - 30 November 2015 offering Grand Prize winners with 3D2N Return flight and accommodation to Bali for two with the celebrities.
