



Press Release

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## Maybank partners with Maxis to introduce mPOS service for SMEs. - *Convenient payment solution for business growth*

Maybank has partnered with Maxis Berhad to launch the Maybank mPOS service which enables SMEs to leverage the benefits of wireless payment mobility for business growth.

The Maybank mPOS is a portable payment device that allows merchants to accept card payments anytime, anywhere. Linked to Maxis' network, it will require a merchant to simply insert the mPOS card reader into the audio port of their smartphone or any mobile telephony device such as the tablet and launch the mPOS application to activate the card payment function on their portable handset.

This new facility is targeted to attract some 4,000 new merchants in the first year of its introduction. It is a convenient payment channel for merchants fulfilling services or products at a customer's premises or on-the-go. Both the merchant and consumer are also assured of a secure and reliable payment system through Maxis' partnership with Maybank.

Under this partnership, Maxis will provide mPOS as a mobility solution under its worry-free MaxisONE Business proposition to the targeted segment which includes the telco's large SME customer base. With Maxis ONE Business, SMEs will enjoy mPOS benefits from as low as RM10 per month and zero upfront cost unlike the conventional EDC POS Terminal.

Maybank Group Head of Cards, B Ravintharan said the Maybank mPOS is another step in the Bank's effort to promote cashless payments among all segments of society, and strengthen its leadership in the merchant acquiring segment.

"This new service is targeted especially to SME and small retailers who will appreciate its seamless features and recognise the importance of providing their customers with added convenience for payments."

Ravintharan added that this new payment technology was also part of on-going efforts to enhance Maybank's value proposition to customers and to support e-payments target in the Financial Sector Blueprint, that is achieve 25 POS per 1,000 inhabitants by 2020 especially among SME business groups.

"This is the first of many more attractive mobility solutions that SMEs will enjoy with MaxisONE Business. Solutions like mPOS enable new ways of working, helping businesses to stay relevant in an increasingly digitally driven consumer landscape.

With MaxisONE Business, customers can take full advantage of a worry-free proposition and Business Grade Services that create new opportunities and drive the digitisation of businesses," said Shanti Jusnita Bt Johari, Maxis' Head of Enterprise Marketing & Mobility.

The Maybank mPOS service accepts payments cards issued under American Express, Mastercard and Visa cards.

For more information and to register interest, visit [www.maxis.com.my/mpos](http://www.maxis.com.my/mpos).

**About Maybank**

Maybank is among Asia's leading banking groups and South East Asia's fourth largest bank by assets. It has been ranked among the World's Top 20 Strongest Banks by Bloomberg Markets for two consecutive years - 2013 and 2014. The Maybank Group has an international network of 2,400 offices in 20 countries namely Malaysia, Singapore, Indonesia, Philippines, Brunei Darussalam, Vietnam, Cambodia, Thailand, Papua New Guinea, Hong Kong SAR & People's Republic of China, Bahrain, Uzbekistan, Myanmar, Laos, Pakistan, India, Saudi Arabia, Great Britain and the United States of America. The Group offers an extensive range of products and services, which includes consumer and corporate banking, investment banking, Islamic banking, stock broking, insurance and takaful and asset management. It has over 47,000 employees serving more than 22 million customers worldwide.

For more information, please visit : [www.maybank.com](http://www.maybank.com)

**About Maxis Berhad**

Maxis Berhad is Malaysia's leading communications service provider, enabling customers to connect and communicate anytime, anywhere and from any device. 13 million customers choose to be with us as we stand for the best coverage, innovative solutions and excellent service.

Our high-speed network footprint is the largest in the country - enabling every Malaysian to enjoy our extensive range of data services such as mobile Internet browsing, social networking sites, downloading apps as well as a portfolio of integrated mobile, fixed and enterprise solutions. This is in addition to our voice calls, text and picture messaging services.

Beyond connecting people with our services, we are passionate about making a positive impact to the community in which we operate in. Our Corporate Responsibility efforts aim to develop and enrich our community, customers and partners, creating a fun place to work and advocating environmentally friendly practices.

For more information, please visit: [maxis.com.my](http://maxis.com.my)

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