



NEWS RELEASE

McDonald's Malaysia partners Maybank to move Malaysia closer towards cashless society

Kuala Lumpur, 10 August 2016 - McDonald's Malaysia has partnered Malaysia's largest bank, Maybank, to offer cashless payment options at its restaurants nationwide in line with Bank Negara Malaysia's (BNM) vision to transform Malaysia into a cashless society by 2020. Customers can now pay for their favorite meals at McDonald's with their credit card, debit card or even MaybankPay (mobile wallet) at over **140** McDonald's restaurants across the nation.

"Here at McDonald's, we are committed to delighting our customers with great food and service, as well as modern conveniences that enhance their overall experience of the brand. At the same time, we also see ourselves as a key player in serving broader national initiatives designed to move the nation forward. The key advantage of cashless payments is clear; it's convenient and will help customers save valuable time when making payments by simply scanning a bank card," said Azmir Jaafar, McDonald's Malaysia Managing Director. "By deploying cashless payment system in all McDonald's restaurants nationwide, we aim to do our part in taking Malaysia one step closer towards being a cashless society. This collaboration with Maybank as our official banking partner is another milestone in our continuous efforts to strengthen and grow our operations in Malaysia."

Group President & CEO of Maybank, Datuk Abdul Farid Alias said, "This collaboration reinforces our commitment to provide unparalleled payment convenience to customers wherever we operate, as well as to support the government's agenda in promoting cashless payments in Malaysia. It is also very much in line with our strategy to become a digital bank of choice in the region."

"As a leader in electronic banking and the Cards business, we believe that Maybank is well positioned to offer McDonald's a convenient and secure digital platform to enhance customer experience and shorten payment processing time at its restaurants," continued Datuk Farid. "We will continue to use our wide reach and robust technological capabilities to work with partners such as McDonald's, to meet the ever changing needs of customers in the region today."

To further encourage the use of cashless payments during purchases, McDonald's Malaysia is offering a free Frozen Coke or Sundae Cone on a minimum purchase of RM10, which are paid by cards¹.

Since 2015, Bank Negara Malaysia has undertaken significant reforms in the card payment industry as part of its vision for Malaysia to move towards a cashless society by 2020. In line with this, McDonald's started to roll-out cashless payment systems beginning January 2016 and aims to complete this exercise at all of its restaurants by September this year.

¹ Terms and conditions apply. For more information, visit <http://www.mcdonalds.com.my/>

About McDonald's

McDonald's is the world's leading global foodservice retailer with approximately 35,000 restaurants worldwide, serving more than 70 million customers daily in more than 100 countries. With 34 years of presence in Malaysia, McDonald's serves over 13.5 million customers a month at more than 260 restaurants nationwide. McDonald's employs more than 12,000 Malaysians in restaurants across the nation providing career, training and development opportunities. For more information on McDonald's, please visit www.mcdonalds.com.my.

Maybank - Humanising Financial Services

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