

## **Maybank mobile banking transactions rise 91% in first 9 months of 2017**

Maybank has registered a 91% rise in mobile banking monetary transactions in the first nine months of 2017, compared to over 40% via desktop, reaffirming the trend that mobile banking continues to gain momentum among Malaysian consumers.

This compares with a 48% rise in mobile banking monetary transactions in 2016, which also saw web based transactions growing 34%.

The significant rise in the mobile banking space can be attributed to the new Maybank App that was launched in March this year as well as customers' increasing confidence and familiarity with transacting over digital platforms.

Maybank Head of Community Financial Services Malaysia, Datuk Hamirullah Boorhan said that the Group's focus is on developing the best-in-class mobile banking experiences to meet customer demand in mobile banking and payments.

Datuk Hamirullah said that for Deepavali this year, the Bank is once again introducing its DeepaMONEY service which is available via the new Maybank app as well as the web.

"Festive money gifting has become an emerging trend and more Malaysians are embracing the idea of money gifting via digital platforms during festive season since we introduced it for Hari Raya in 2015.

Last year, we had nearly 1,500 DeepaMONEY transactions for the two-week period with a total value of RM200,000. We are hoping that more people will take the opportunity to use this service especially for their loved ones who are far away," he said.

He said that since 2015, over RM8.8million has been sent for the various festive seasons. "The beauty of this service is that it allows e-festive cash giving by instant transfer with sums from as low as RM1."

Datuk Hamirullah added that the Group would be introducing a number of new features over the next few months to further enhance the experience and convenience for customers using Maybank's digital platform.

To celebrate this year's Festival of Lights, Maybank is not only enabling all Malaysians to send money gifts to their loved ones with DeepaMONEY, but they can participate in a LightUp2Win contest for their chance to win cash prizes of up to RM12,000 and UBER rides worth up to RM2 million, as well as the grand prize of two brand new Samsung Galaxy Note 8 smartphones.