

Maybank to further promote cashless payments via ambassadorship initiative

- *Top local celebrities, Fattah Amin and Nur Fazura appointed Maybank Debit Card Brand ambassadors*

Maybank today announced the official appointment of two top Malaysian celebrities, Abdul Fattah and Nur Fazura as the Group's official debit card brand ambassadors.

The one-year collaboration between Maybank and the celebrity couple is aimed at further promoting the use of cashless transactions among the public, in particular young Maybank debit card holders, namely the Gen-Y segment. In addition, it will also give Maybank customers the opportunity to participate in exciting campaigns and stand a chance to get up close and interact with these two top celebrities.

The official collaboration was launched in Kuala Lumpur today by Maybank's Head Community Financial Services (CFS) Malaysia, Datuk Hamirullah Boorhan and Head Cards, Group CFS Maybank, B Ravintharan together with 'Fattzura' as they are fondly known.

Speaking at the event, B Ravintharan said, "Our debit card has evolved into eight different product variants with over nine million active debit card holders. Usage of our debit cards have similarly been expanding over the years, growing at an annual average of 22%."

Ravi also said that in 2017, the Group saw a significant increase in the number of debit card transactions recording more than 65 million transactions worth over RM11 billion. This year, Maybank is expecting it to increase to 100 million transactions worth over RM17 billion, or 57% higher than the preceding year.

"Some 62% of our debit billings now come from the young professional segment. They represent people between the ages of 21 and 40 years old; otherwise also known as the Gen-Y," added Ravi. "With Fattah and Fazura who are key influencers for this generation now becoming our Debit Card Brand Ambassadors, we are confident that they will help further encourage debit card usage among the Gen-Y in the country."

To start off the collaboration, Maybank today launched a three month debit card usage campaign until 15 May. The campaign is open to all new and existing Maybank debit card holders with minimum spend of RM250 in a single receipt, and will offer five lucky couples a holiday package with the Debit Brand Ambassadors.

"We will also be offering other exciting programmes for our debit card holders which include the appearance of Fattah and Fazura at the Group's Treats Fair 2018, a meet and greet session for our Hari Raya debit usage campaign winners as well as special 'Hollywood Movie Day Out' and football match viewing parties with our brand ambassadors," said Ravi.

Following the announcement of the collaboration, fans as well as employees of Maybank were also given the opportunity to meet the celebrities at a Meet & Greet session in the ground floor foyer of Menara Maybank.

Maybank is the leader in the debit cards business with a 37.4% market share in debit card billings. It also leads in merchant transaction volume (both debit and credit) with a 38.7% market share.

Apart from being used for ATM transactions and payments, the Maybank debit card can also be used for withdrawals and payments overseas. Customers can choose to set a purchase limit and thereafter access worldwide ATMs and merchants by activating the Maybank Card Overseas flag via Maybank2u or an ATM. In addition, customers can also enrol their Maybank Visa debit cards for MaybankPay on their smartphones to enjoy contactless payment convenience when making purchases worldwide.

Fattah Amin is a Malaysian actor, singer, model, television host and an entrepreneur who is also currently the ambassador for various products. He has a Facebook base of 326,000 and 2.6m Instagram followers. He has won many awards in the entertainment industry such as Hero Remaja, 3rd Anugerah Drama Festival Kuala Lumpur, 29th Anugerah Bintang Popular Berita Harian, Anugerah Telenovela, 4th Anugerah MeleTop Era, Anugerah Stail EH! and 29th Bintang Popular Berita Harian Award.

Nur Fazura Sharifuddin or Fazura is a Malaysian actress, singer, television Host, Video Jockey and an entrepreneur. In 2004, she launched her film career and she has done many films and countless hit TV series and dramas as well as hosting a number of television program such as MyEG Xtra Time! and ESPN Star Sports channel. Fazura is also the ambassador for a few international brands. She currently has a Facebook base of 194,000 and 3.4m followers on Instagram. She has won many awards in the entertainment industry such as the 17th Malaysian Film Festival, 18th Malaysian Film Festival, 19th Malaysian Film Festival, 21th Malaysian Film Festival, 23rd Malaysian Film Festival, 27th Malaysian Film Festival, Screen Award, KL Film Critics Award, Anugerah Penghargaan H-Live, KL Film Critics Award, Warna Comedy Awards, Screen Award, Entrepreneur Insight 2016 and Anugerah Bintang Popular Berita Harian 2016.