

Maybank launches first-in-world Football Fan Game App in partnership with Manchester United

- *Also introduces Maybank Islamic World MasterCard Ikhwan Card-i*

Maybank today launched a first-of-its-kind in the world Football Fan Game App in partnership with Manchester United, aimed at boosting its engagement level with cardholders, extending the digital capabilities and features of Maybank's card offerings as well as strengthening its leadership in the cards business.

The Group also introduced Maybank Islamic World MasterCard Ikhwan Card-i - a Islamic Premium Card which completes its suite of Ikhwan products.

Both these products were launched during its 13th **Maybank Treats Fair** at Mid Valley Megamall in Kuala Lumpur. The Treats Fair is the largest one-stop loyalty redemption fair by a bank in Malaysia and is held to provide an avenue for cardholders to enjoy special offers and savings for redemption of products and services using their Maybank TreatsPoints.

The launch was officiated by **Group CEO, Community Financial Services Datuk Lim Hong Tat** and **Head of CFS Malaysia Datuk Hamirullah Boorhan**. Also present at the event was **Manchester United legend Mikaël Silvestre** as well as representatives from Maybank's card partners namely American Express, Mastercard and Visa.

Speaking at the event, Datuk Lim said that Treats Fair is a platform for Maybank to share its new and innovative products with its customers and the public.

"With the current shift towards digitalization, it is essential for brands to keep expanding our permission space. Maybank continues to look for new opportunities to engage and increase its touchpoints with cardmembers to build brand loyalty through technology and digital engagement," he said.

Datuk Lim said that the Football Fan App will enable the Group to leverage on gamification to facilitate card acquisition, rewards & loyalty, and lucky draws all in a single game application.

"Market studies from Forbes indicate that digital gamification has 10 times higher engagement compared to other traditional channels. Mobile Gamification users are 66% more likely to share their good experiences via social media to others. As such, it is important for the Bank to continue to evolve and implement innovative ways to engage our customers."

The Maybank Football Fan App is a real-time competitive game application to bring fans closer to the game and their club, Manchester United FC. The mobile game uses football elements to enable participants to test their skills at the training ground or answer a few trivia questions to earn some game credits.

They can also play their way to the 'Shot at The Title' which is exclusive to Maybank Manchester United Cardmembers to win fantastic prizes. To add fun to the game, cardmembers can upgrade the soccer balls in-game for better game play, dress up the game avatar with jerseys and purchasing powerful boots for better performance with the game credits earned. The Grand Prize winner of the 'Shot at The Title' will win a trip for two (2) to watch Manchester United live at Old Trafford inclusive of flight and accommodation. There will be two competitions starting with the launch of the Maybank Football Fan App, one will be a 4-days Treats Fair Tournament (3 - 6 May 2018) and concurrently Season 1 Tournament (3 May - 1 July 2018) also begins. For both tournaments, the Grand Prize winner respectively will win a trip for two (2) to watch Manchester United live at Old Trafford inclusive of flight and accommodation.

At the Treats Fair Maybank also introduced its new Maybank Islamic World MasterCard Ikhwan Card-i, an Islamic Premium Card which completes the Group's suite of Ikhwan products. The card offers a myriad of rewarding experiences and privileges befitting the affluent Islamic segment it serves. With this card, cardmembers will also be doing charity as they spend, with 0.2% of spending on the card being donated to Wakaf to help those in need.

More than 250,000 visitors are expected at his year's TreatsFair, which will feature over 250 merchants offering IT gadgets, household and educational products, kitchenware and travel packages. The Fair, which is also open to Maybank regional cardmembers from Singapore, Philippines, Vietnam, Cambodia and Indonesia is expected to see sales of over RM20 million as well as over 3 billion TreatsPoints redeemed.

Among the activities that will be available at the Fair this year will be a charity auction with proceeds donated to the Malaysian AIDS Foundation, 'Wheel of Treats' contest, gifts and special offers from a variety of merchants and live stage performances throughout the 4-day event.

Cardmembers can also use their points or their Maybank Credit or Debit cards to pay for their Dewan Bandaraya Kuala Lumpur assessments and redeem or purchase limited edition FIFA merchandise available exclusively for Visa Cardmembers in keeping with the Fair's World Cup theme.
