

Experience the MAE e-wallet at Karnival Kewangan 2019

Maybank is featuring its latest digital innovation, **MAE - Maybank Anytime, Everyone** - at the on-going Karnival Kewangan which is being held from 4-6 April 2019 at TH Hotel and Convention Centre in Kuala Terengganu.

This first of its kind product in the market enables users to open an account via their mobile phone as well as allow them to start a banking relationship online via the Maybank App in less than five minutes. Customers can also transact instantly while enjoying the convenience of a full-fledged e-wallet.

MAE was introduced to visitors at Karnival Kewangan by Datuk Hamirullah Boorhan, Maybank's Head of Community Financial Services Malaysia, witnessed by Dr. Ahmad Samsuri Mokhtar, Menteri Besar of Terengganu. Also present was Dato' Mohamed Rafique Merican, CEO of Maybank Islamic Berhad.

MAE which was recently launched in Kuala Lumpur, is part of the Bank's continuous commitment in creating highly engaging digital experience for all its customers in line with its commitment to be the 'Digital Bank of Choice' in the region.

Datuk Hamirullah said that Malaysia was well on its way to become a digital and cashless society with some 91% of Malaysians already having access to online banking¹. "To support this transition, Maybank is committed to providing innovative and secure platforms that will further minimise the need for carrying cash while also benefitting merchants in many ways."

"MAE is set to revolutionise the payments scene in Malaysia by providing customers greater flexibility in conducting their digital banking transactions as well as making cashless payments. We have already hit the 500,000 mark for this new e-wallet product, and we are hopeful of doubling it to reach 1 million users by the first half of this year," added Datuk Hamirullah.

Apart from the opportunity to familiarise themselves with Maybank's new digital banking services at Karnival Kewangan, customers were able to participate in various activities at the booth and win gifts and vouchers when they signed up for Maybank products and services. Visitors were also introduced to the game of 'Money Mae-hem' for hand-held devices where they stand to win cash prizes.

1. Source: Bank Negara Malaysia

Maybank is also taking the opportunity to provide financial advisory services at Karnival Kewangan, to help create awareness amongst the public on the importance of planning for their financial future.

“We have an array of banking, investment and wealth management products under both the conventional and Islamic portfolios which are suited to various customer segments and risk profiles,” said Datuk Hamirullah. “These include unit trusts, deposit accounts, insurance and investment-linked products as well as financing for long term assets.”

Some 132 students from several primary and secondary schools around Kuala Terengganu were also specially sponsored by Maybank to the Karnival to join in the activities including various talks and forums on financial literacy and managing finances.

In support of all things digital, the Maybank booth was fully QR-pay activated where guests could enjoy discounts when purchasing various treats using a special Promo Code. Among them were brownies specially baked by a disabled entrepreneur from Maybank Foundation’s RISE (Reach Independence and Sustainable Entrepreneurship) programme, as well as ‘keropok ikan’ which is synonymous with the east coast region.

Maybank products offered at the Karnival include ASB financing packages, SME financing schemes, Maybank’s SME Clean Loan financing or Clean Financing-I; Insurance and takaful plans as well as Maybank Payroll Solution, an automated payroll processing system.

Exciting lucky draw prizes also awaited visitors who registered at the booth as six lucky guests stand a chance to win RM250 each which will be credited into their MAE account.
