



Press Release

19 April 2021

Maybank upgrades Sama-sama Lokal on the Maybank2u app with brand new features

Customers can now track their orders in real-time and experience seamless payment process within Maybank2u

Maybank today announced that it has upgraded Sama-sama Lokal on its Maybank2u app with brand new features for both customers and merchants alike, to improve user experience and the overall shopping journey.

With the upgrade, customers will now be able to experience a seamless and convenient payment process integrated directly into the Maybank2u app. Customers in the Klang Valley can also get live updates of their orders from acceptance and pick-up to delivery. On the other hand, merchants will benefit from a convenient and secure bank-backed payment system. They will also be able to gain a quick view of all orders, as well as receive easy access to delivery rider updates and pending orders while simultaneously accepting more orders, amongst others.

Maybank developed Sama-sama Lokal, a zero commission platform, in April last year during the Movement Control Order (MCO) with the aim to help small businesses in the local neighbourhoods such as hawkers, sundry shops and family run restaurants which suffered from reduced footfall. The platform provided these merchants with an online presence to market their products/services to a wide audience including Maybank's significant customer base. To further assist them, the Bank does not charge any commission, registration, set-up or transaction fee, allowing these merchants to fully profit from their sales. In addition, Maybank also helps to subsidise the delivery charges at certain locations.

To-date, there are more than 8,000 merchants nationwide listed on the platform, covering a wide range of businesses including food & beverages, groceries and sundry shops, pets services, health & beauty, fashion, automotive and more. Currently in its second year, Sama-sama Lokal continues to receive positive response from the community, as reflected by the 27% increase in its average monthly orders from 2020 to 2021.

Kalyani Nair, Senior Executive Vice President and Head, Virtual Banking & Payments of Maybank said, "We are pleased that Sama-sama Lokal has achieved its objective thus far to help struggling local micro, small and medium enterprises during the pandemic, especially in the first few critical months. We believe the new features will further smoothen the customer journey further and provide merchants with additional tools to help them enhance their operations and increase sales. We are encouraged by the strong response towards Sama-sama Lokal as well as the community's enthusiasm to support home-grown businesses, and will continue to develop this platform to make their experience an even more delightful one."

Sour N Spicy HomeTaste, a small food business operated by husband and wife Robert Chong and Vivian Ong, is one of the hawkers on Sama-sama Lokal who benefitted from the platform's marketing push to Maybank's large customer base. Initially, the duo sold food

from a stall but had to move the business to their home during the MCO last year, due to the drop in footfall.

“Since young, my mum has taught me how to cook Hakka dishes passed down in our family for generations, and it is my dream to run a Hakka food business. As a very young business, when MCO first hit, Vivian and I had to quickly put our business online, or accept the grim fate of shutting it completely. Being listed on Sama-sama Lokal has really helped us to reach out to more customers and we recently hit a 70% increase in monthly sales! To cope with the additional orders, we even had to hire a new staff,” said Robert.

Customers will be able to enjoy the new Sama-sama Lokal features when they upgrade to the latest version of the app. From now until 19 June 2021, customers who make an order from any of the merchants on Sama-sama Lokal will also enjoy a one-time offer of RM10 discount on their order.

To help merchants boost their sales during the upcoming festive season, Maybank is also holding a two-month long Ramadhan & Raya Sama-sama Lagi Meriah Campaign, from 15 April 2021 to 19 June 2021. During the campaign, customers will be able to enjoy RM10 discount on delivery fees and 50% off on their orders, capped at RM30, with a minimum spend of RM20.

For more information on Sama-sama Lokal or to sign up as a merchant, please visit www.maybank2u.com.my/samasamalokal.
