



Press Release

21 April 2021

Maybank brings back Virtual Treats Fair and expects sales and number of visitors to double

Happening from 23 April to 25 April 2021, the fair offers new experiences, bigger deals, and exciting collaborations with the Manchester United megastore and Pavilion KL mall

Maybank is holding its second Virtual Treats Fair (VTF) from 23 to 25 April 2021, featuring collaborations with the Manchester United megastore, Pavilion KL mall and over 130 merchants to bring cardmembers more bargains and exclusive deals, wider product selections, and new experiences. Themed “More Treats More Meriah”, the three-day event will see the participation of exciting brands including Dyson, Samsung, Apple, Mulberry, Furla, Vivo and many more.

Gadgets, audio gears, household appliances, lifestyle and luxury products, sports equipment, staycations and many more will be available for redemption with Maybank TreatsPoints and Membership Rewards™ Points (“Maybank Points”), direct purchase with Maybank cards or a combination of the two.

On 24 April 2021, for one day only, Maybank is also offering exclusive deals to make the Maybank points stretch further for cardmembers:

- Reduced conversion rate of 400 points to RM1 (normally 500 points to RM1),
- Flash sales will be held throughout the day offering items such as Manchester United merchandise, Apple iPhone 12, Samsung Galaxy Bud Pro, and Thermomix at up to 70% discount,
- Treats Bidders sessions where Cardmembers can bid for items such as Apple Watch, Samsung Ultra Note 20, and Dyson Supersonic hairdryer, with bidding prices starting from as low as 25,000 points; and
- 5x points for purchases of RM500 and above which are converted to Maybank EzyPay 0% instalment plan.

Datuk Hamirullah Boorhan, Head, Community Financial Services Malaysia of Maybank said, “We transformed our annual Treats Fair to a virtual experience last year so that our cardmembers could continue to enjoy the perks of their Maybank TreatsPoints and Membership Rewards™ Points at the fair, despite the pandemic. The response was very positive and this has inspired us to make this year’s fair even more extensive with better deals, and greater variety of goods and brands. We are looking forward to welcoming more than 200,000 visitors to the fair, and expect sales to double from last year, with over 1.5 billion points to be redeemed.”

During the Virtual Treats Fair, cardmembers who spend RM200 and above will also be eligible for additional discounts as well as a spin on the Virtual Treats Wheel to win e-vouchers, which can be used at the fair or myTreats. There are also more than 10,000 discount vouchers up for grabs.

B. Ravintharan, Senior Executive Vice President, Head, Cards of Maybank said that the Virtual Treats Fair also aims to offer new experiences to its cardmembers. “Every year we challenge ourselves to make the fair more interesting, to give our loyal cardmembers a distinctive experience and allow them to derive more value from their Maybank Points. For the first time ever, we are bringing the Manchester United Megastore to the Virtual Treats Fair. Cardmembers will be able to use their Maybank Points to redeem selected official merchandise at discounted prices, which are inclusive of shipping charges; or they can redeem e-vouchers and use them at the Manchester United Online Megastore to purchase next season’s kit! ”

The fair offers up to 20% discount for Manchester United official merchandise including home, and away football jerseys for the current 2020/2021 Premier League season. The previous seasons’ jerseys will also be on sale at special prices, which fans would not want to miss.

To further enhance cardmembers’ experience, Maybank is also bringing in the Virtual Pavilion Kuala Lumpur mall which will feature 10 stores including fashion and luxury brands such as Karl Lagerfeld, Michael Kors, Mulberry, Furla and Make Up Forever. Cardmembers can redeem items from these stores using Maybank Points and have them delivered to their door steps.

To celebrate Ramadhan and the upcoming Hari Raya, the fair is also holding an e-Bazaar to sell necessities and delicacies for the festivities such as Raya cookies and cakes, *kurma*, *serunding* and Halal skincare products sold by local merchants. Customers who purchase a minimum of RM50 at the e-Bazaar will receive an automatic RM5 discount at checkout (limited to 500 cardmembers).

During the fair, Cardmembers can also utilise their Maybank Points to contribute to three selected charity bodies and non-profit organisations via the Maybank Heart Donation Drive @ Donate with Points campaign.

The Maybank Virtual Treats Fair will start at 6am on 23 April 2021. To participate in the fair, please visit www.treatsfair.com. For more information on the fair, kindly visit www.maybank2u.com.my.

Cardmembers who wish to find out about their Maybank points balance may do so by logging in to their Maybank2u accounts.
