



Press Release

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## **Maybank expects RM30 mil online zakat payment this Ramadhan as new enhancements are introduced**

*eDuit Raya transactions also targeted to grow by 30%*

Maybank today announced that it expects about 200,000 online zakat transactions amounting to RM30 million to be performed via the MAE app and Maybank2u web this Ramadhan, reflecting a 30 percent increase from last year. The Bank has recently enhanced its online zakat feature on the two digital platforms to give customers a seamless and hassle-free experience when paying zakat during this holy month.

**Datuk Hamirullah Boorhan, Head, Community Financial Services Malaysia of Maybank** said that with the ongoing pandemic, making zakat payment available online and convenient is more important than ever. "During the holy month, we want our customers to be able to fulfil their religious obligation of paying zakat fitrah conveniently and safely, especially in the current environment where movement control is still in place in some parts of the country. Through the MAE app, our customers can make their zakat fitrah contribution in just a few simple steps, without having to leave their homes."

He added that with the new enhancements, the amount of zakat fitrah to be paid will be automatically calculated once customer selects the zakat body, the type of rice they consume and the number of family members making the contribution. "Customers do not need to painstakingly search up the price of rice as stipulated by each state zakat body as it is readily available in the app; neither do they need to key in their personal details as we have automated this process. The akad for zakat is also displayed at the payment confirmation page, making our online zakat system the most complete one in the country presently," said Datuk Hamirullah.

For added convenience, Maybank customers can make zakat payment to all state zakat bodies in Malaysia. For zakat fitrah, currently 11 bodies are able to accept the online payment, namely Kedah, Kelantan, Penang, Melaka, Perak, Perlis, Sabah, Sarawak, Selangor, Terengganu and Wilayah Persekutuan.

Besides online zakat payment, Maybank is also offering the eDuit Raya service on MAE app to enable its customers to continue the tradition of giving duit Raya while keeping safe.

"Last year was the first time we offered the eDuit Raya in a pandemic environment and saw an overwhelming response. We are confident that the service will continue to be popular and relevant this year as safety remains a priority for many, and expect about 1.5 million eDuit Raya transactions amounting to RM115 million to be sent by our customers. With the newly added fun e-Raya greetings and MAE-ga Raya game, we hope to bring some joy to the families who are celebrating apart and liven up their festivity," added Datuk Hamirullah.

The eDuit Raya function is available on MAE app starting 5 May 2021 and can be sent via the eDuit Raya icon in two ways:

- 1) Using the 'Send Money' function for recipients with MAE app; OR
- 2) Using the 'Scan & Pay' function, for recipients with a QR code-enabled banking app.

To make the Raya celebration even more “meriah”, Maybank has launched the MAE-mang Boleh Raya campaign on MAE app. Starting 5 May until 6 June 2021, Maybank will reward its customers who perform selected transactions such as eDuit Raya, zakat contributions, bill payments, prepaid reloads and more, with cash rewards and vouchers worth over RM10 million, five times more than 2020’s campaign.

To win even more cash, customers who transact with Scan & Pay with the MAE app at over 250,000 participating merchants nationwide can earn cashback up to RM50. This campaign runs until 19 June 2021. Maybank is also holding a two-month long Ramadhan & Raya Sama-sama Lagi Meriah Campaign until 19 June 2021 to help merchants on their Sama-sama Lokal platform boost their sales during the festive season. 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 during Ramadhan and RM30 during Raya respectively.

For more information on Maybank’s online zakat contribution services, eDuit Raya as well as the MAE-ga Boleh Raya campaign, please visit [www.maybank2u.com.my/mae](http://www.maybank2u.com.my/mae).

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