



Press release

18 May 2013

Maybank unveils first-of-its-kind Menara Maybank LEGO® model at LEGOLAND® Malaysia

Johor Bahru, 18th May - Maybank for the first time today unveiled the Menara Maybank LEGO® model which stands tall in Miniland at LEGOLAND® Malaysia. The model which measures 5.5 metres in height also signifies the status of Maybank as the official retail bank for LEGOLAND® Malaysia. It is the first new addition to be presented in Miniland since the Park opening in September last year.

The Menara Maybank LEGO model is the only Malaysian bank head office in Miniland. It was chosen to be included as it is deemed to be one of the iconic buildings in Malaysia.

The model is designed and built by LEGOLAND Malaysia Master Model Builders. It is made from more than 318,000 LEGO bricks and took over three months to complete. The area is famously referred to as the heart of all LEGOLAND Parks worldwide. In LEGOLAND Malaysia, Asia's most famous countries, cities and landmarks have been recreated on a scale of 1:20 or 1:50 to be displayed in an interactive way for guests.

The launch was officiated by Maybank President & CEO, Dato' Sri Abdul Wahid Omar, together with General Manager of LEGOLAND Malaysia, Mr. Siegfried Boerst.

Speaking at the event, Dato' Sri Abdul Wahid said, "This unique model signifies our strong partnership and commitment with LEGOLAND Malaysia as the sole provider of retail banking services within the theme park. It is great that we are able to continue this partnership which has allowed Maybank to tap into the country's growing tourism market as well as to continue to build our brand presence to an international audience."

Mr Boerst said: "Today is an important occasion for LEGOLAND Malaysia because the Menara Maybank model marks another milestone in our long term partnership and it is also the first new addition to Miniland. Exciting new additions like this are one of the ways we continuously enhance the guest experience in the Park. In line with this commitment we will soon be announcing the opening dates of the Water Park and Hotel that will transform the Park into a LEGOLAND Resort."

Maybank has been offering many special LEGOLAND promotions and exclusive benefits to its customers in Malaysia and the region, including special discounts for payments made via specific Maybank channels. They will also benefit from Maybank's advanced electronic payment system allowing them the opportunity to enjoy cashless payment convenience at the Park. To further provide convenience to visitors, Maybank has also placed two units of ATM machines at LEGOLAND.

In conjunction with the launch of the Menara Maybank LEGO model, Maybank Foundation also invited 23 special needs children from the HappyLand Special Edu Centre, Johor Bahru which is a professional special education centre for children with special needs. The children were given the chance to witness the launch as well as to enjoy a day of fun in LEGOLAND courtesy of Maybank.

Maybank customers across the region will be able to enjoy more benefits by end of the year when LEGOLAND Malaysia Water Theme Park and LEGOLAND Hotel are open.
