



## JOINT MEDIA RELEASE

### **PUBLIC GETS BETTER ACCESS TO MBSB BANK WHILE SHOPPING AT MYDIN**

**PETALING JAYA, 7 March 2023** – In providing convenience and better access to its banking products, MBSB Bank Berhad (MBSB Bank) will be present at 14 selected MYDIN outlets nationwide with offerings such as Personal Financing-i, Term Deposit-i and Property Financing-i with competitive rates starting 15 March 2023.

At the same time, MYDIN's customers and the public will also stand a chance to win amazing prizes including cash prizes, luxury cars and holiday packages by participating in MBSB Bank's 'SIMPAN BERGANDA MENANG BERGAYA 2.0' Campaign through the opening of Primewin Savings-i and Primewin Current Account-i.

This strategic alliance between the Islamic Bank and the wholesaler is also expected to mobilise targeted campaigns throughout the year which will also see a joint branding effort including MBSB Bank's Pop-Up Branch at MYDIN outlets.

A Memorandum of Agreement (MoA) was inked today between MBSB Bank's Group Chief Executive Officer, Datuk Nor Azam M. Taib and Mydin Mohamed Holdings Berhad's (MYDIN) Managing Director, Datuk Wira Haji Dr. Ameer Ali Mydin held at Menara MBSB Bank in PJ Sentral, Petaling Jaya.

According to MBSB Bank's Group Chief Executive Officer, Datuk Nor Azam M. Taib, "We are delighted to collaborate with MYDIN, a home-grown retailer that is continuously innovative in providing the best service to its customers and committed towards improving the lives of Malaysians."

He added, "MBSB Bank strives to always incorporate community outreach into our business development. This collaboration will introduce MBSB Bank's Pop-Up Branch which aims to bring the customers much closer to our digital banking platforms such as M JOURNEY, M

FAST, QRPay and e-wallet. MBSB Bank's Pop-Up Branch will also give commercial customers and Small, Medium Enterprises (SMEs) the opportunity to find out more about our financing facilities, deposit products and campaigns. MBSB Bank looks forward to leverage on MYDIN's footfall to increase its New-to-Bank (NTB) customers."

Expressing his excitement on this partnership, MYDIN's Managing Director, Datuk Wira Haji Dr. Ameer Ali Mydin said, "The strategic exclusive bank partnership is such a paradigm shift for the local business landscape. This is the first time where two local players, a national bank and retailer work hand in hand. MYDIN appreciates the commitment of MBSB Bank to support our 'Klasiknya Raya' campaign in conjunction with the upcoming Ramadan and Aidilfitri, as well as other campaigns that we have mutually agreed for the next 12 months."

He added, "The public, especially our customers, can take this opportunity to explore more about shariah compliance personal financing while enjoying great rewards. We hope that MBSB Bank has a plan to bring bank facilities to our customers and embark on opening branches at our strategic mall locations."

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#### **About MYDIN**

MYDIN is a homegrown wholesale and retail chain operated since 1957. MYDIN continues to be the halal key driver for Malaysia Retail Industry providing a wide selection of products while simultaneously orienting the wholesale pricing policy whole year round. Why Pay More? Buy at Wholesale Prices!, MYDIN stores provide every day promising price deals without compromising the quality of goods. MYDIN operates 61 outlets nationwide, comprising 7 business formats.

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#### **About MBSB Bank Berhad**

MBSB Bank Berhad (MBSB Bank), a wholly owned subsidiary of Malaysia Building Society Berhad is a full-fledged Islamic Bank in Malaysia provides shariah compliant banking facilities to retail, SME and corporate customers. In addition to its comprehensive list of financing products, MBSB Bank, through its digital capabilities, extends its distribution channels through online services such as mobile banking and virtual branch. The bank also offers industry standard products such as the MBSB Bank e-wallet, which is the country's first shariah compliant e-wallet. Simultaneously, MBSB Bank aims to bring positive and sustainable impact to the economy, community and the environment by adopting United Nations Sustainable Development Goals (UNSDG) in its operations as well as providing green financing to its customers. Moving forward, the bank is set to accomplish its major milestone, which is to be a fully matured Islamic financial institution by the year 2025, or as its branded Journey25 (J25).

MBSB Bank's Pop-Up Branch will be available at these locations.

No.	MYDIN Mall	Duration
1	MYDIN USJ, Selangor	15 March 2023 until 15 May 2023
2	MYDIN Seremban 2	
3	MYDIN MITC, Melaka	
4	MYDIN Pelangi Indah, Johor	
5	MYDIN Mutiara Rini, Johor	
6	MYDIN Meru Raya, Perak	
7	MYDIN Bukit Mertajam, Penang	
8	MYDIN Taman Saga, Kedah	
9	MYDINTunjong, Kelantan	
10	MYDIN Gong Badak, Terengganu	
11	MYDIN Sandakan, Sabah	
12	MYDIN Petrajaya, Sarawak	
13	MYDIN Senawang, Negeri Sembilan	
14	MYDINTaman Batik, Kedah	