



JOINT MEDIA RELEASE

MBSB BANK IS OFFERING ONCE IN A LIFETIME OPPORTUNITY TO FOOTBALL FANS WITH 'WINNERS ARE DREAMERS' AND 'DARE TO DREAM' CAMPAIGNS

PETALING JAYA, 16 August 2023 – Football fans now have more reasons to be delighted as MBSB Bank Berhad (MBSB Bank) kick-started the **'WINNERS ARE DREAMERS'** Campaign giving them the opportunity of a lifetime to win an all-expenses-paid trip to England to watch the English Premier League (EPL).

The campaign is open to individual customers who owns any of MBSB Bank's wide range of products from Term Deposit-i, Junior Term Deposit-i, M-Junior Savings-i, PrimeWin Payroll Account-i, Personal Financing-i, Ihsan-i, Education Financing-i, Property Financing-i, Takaful, to e-Wallet.

MBSB Bank also crafted a campaign especially for its young customers called **'DARE TO DREAM'** Campaign which is open to customers aged 18 and below with MBSB Bank's M-Junior account. Customers with M-Junior account will stand a chance to train with the legendary Wolverhampton Wanderers Football Club.

Expressing his anticipation, MBSB Bank's Chief Executive Officer, Datuk Nor Azam M. Taib said, "We are constantly thinking of creative and innovative approach to engage with our customers as well as the public, and football is certainly one of the best ways to do it. **'WINNERS ARE DREAMERS'** and **'DARE TO DREAM'** campaigns are specially designed to coincide with MBSB Bank Championship 2023, offering special deals and exclusive experiences to our customers."

Datuk Nor Azam added, 'In addition to inculcating financial literacy and financial planning for our customers, the gamification aspect of this combo campaign blends the excitement of football, the sharing of passion for the sport and inspires those participating to dream big. This fosters a positive connection between MBSB Bank, football, and the community.'

Alongside the combo campaigns, MBSB Bank also launched a limited-edition debit card named MBSB Bank Championship VISA Debit Card-i that is specially designed for its customers who are football lovers.

‘Winners Are Dreamers’ and **‘Dare To Dream’** campaigns will go on until 31 January 2024 and is aligned with MBSB Bank’s strategic partnership with Amateur Football League (AFL).

Commenting on the campaigns, AFL’s Chairman, Datuk Wira Mohd Yusoff Mahadi said, “We are very happy with the programs initiated by MBSB Bank Berhad in helping the development of amateur football in the country. It is a very rare opportunity but the best platform for the players to enhance their career path. I believe it is a dream even for a Pro-Player to train with the English Premier League Clubs.”

Datuk Wira Mohd Yusoff added, “We believe that the MBSB Bank Championship will produce more quality players in near future. We are proud to say that we already have one player (from Imigresen FC) was called-up for National Team U23. We hope that more players from the Championship will represent Malaysia one day and we feel grateful for the support given by MBSB Bank Berhad.”

On 15 August 2023, teams under AFL visited MBSB Bank Petaling Jaya Branch located in Menara MBSB Bank in PJ Sentral to open their accounts in commemoration of MBSB Bank Championship 2023.

There were 13 teams that attended were Imigresen FC, Armed Forces FC, Naga FC, PIB FC, Melaka FC, KL Rovers FC, Manjung City FC, Harini FT, Malaysia University FT, Sarawak United FC, Bukit Tambun FC, Sains FC and Perlis United FC.

To know more about **‘Winners Are Dreamers’** and **‘Dare To Dream’**, visit www.mbsbbank.com

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About MBSB Bank Berhad

MBSB Bank Berhad (MBSB Bank) is a full-fledged Islamic Bank in Malaysia that provides shariah compliant banking facilities to retail, SME and corporate customers. In addition to its list of financing products, MBSB Bank, through its digital capabilities, extends its distribution channels through online services such as mobile banking and virtual branch. For more information, visit www.mbsbbank.com