

MEDIA RELEASE

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BANK ISLAM CONTINUES TO ROAR WITH HARIMAU MALAYA

STRATEGIC PARTNERSHIP WITH FAM ENTERS THE FOURTH RENEWAL

KUALA LUMPUR, Wednesday, [7 June 2023]: Bank Islam Malaysia Berhad (Bank Islam) is delighted to announce its continued collaboration with FAM to support the Harimau Malaya national football squad. The partnership, entering its fourth renewal, begins with a signing ceremony of two documents today at EQ Hotel, Kuala Lumpur. The documents are on the joint promotional activities and the Team Harimau co-brand debit card-i renewal.

Mohd Noor Jab, Director of Deposit and Cards, sealed the strategic partnership on behalf of Bank Islam, while FAM was represented by its Secretary General, Noor Azman Rahman. The signing was witnessed by Bank Islam Group Chief Executive Officer, Mohd Muazzam Mohamed and FAM President, Datuk Haji Hamidin Haji Mohd Amin.

Under the two-year promotional activities' renewal period, Bank Islam will organise community engagement programmes with FAM at various matches or events locations managed by the football association.

The partnership also offers fans of the Harimau Malaya football squad a distinctive card design to declare their support and receive outstanding benefits, including ATM withdrawals and electronic payments for domestic and global purchases.

The tie-up with FAM signifies the Bank's efforts to promote and nurture aspiring young talent and support football development in Malaysia. This will be achieved by contributing RM2 for each issuance, annual and replacement fee of the Bank Islam Visa Debit Card-i Team Harimau to FAM.

Bank Islam Group Chief Executive Officer, Mohd Muazzam Mohamed, said the Bank recognises sports' significant role in encouraging a healthy lifestyle, developing social skills, and providing psychological benefits for society. Sports also play a vital role in uniting the *rakyat*.

"Hence, we express hope that this collaboration will inspire and empower players and young talents in promoting a sport that values teamwork, discipline and supporting each other," he said.

Since its inception in 2013, the Bank Islam Visa Debit Card-i Team Harimau has recorded 2.1 million cardholders.

"This also includes more than 200,000 Bank Islam Visa Debit Card-i Team Harimau issuance from January to May 2023. I am also happy to share that in April 2023 alone, the usage of the card has contributed to almost RM447 million to the total amount spent using Bank Islam Debit-i cards," explains Mohd Muazzam.

He adds, "Bank Islam is honoured to be given the opportunity to promote the growth of the nation's sporting industry, particularly Team Harimau Malaya, which is highly regarded in this football-crazy nation. We thank FAM for their trust and for extending this strategic partnership. May our effort continue to strengthen the industry for the betterment of the country."

FAM President, Datuk Haji Hamidin Mohd Amin, is optimistic about Bank Islam's partnership with FAM saying, "This will not only benefit the nation's football scene but strengthens the relationship in ensuring greater returns on investment for both parties."

"Representing FAM, I want to express my gratitude to Bank Islam, and we are proud to continue the partnership. The partnership represents the Bank's confidence in FAM's potential and positive exposures beyond its products and involvement in Harimau Malaya. Certainly, the collaboration between FAM and Bank Islam shows positive things and will become a good benchmark, especially from the economic sector," he adds.

"It is well known that the national team always begets. Bank Islam's presence also complements and motivates the team while creating an improved quality from a business aspect," Datuk Haji Hamidin further adds.

Bank Islam will be resuming its marketing activities in promoting the co-branded card with its latest activation, 'Rembat Reward Challenge,' which will be carried out in conjunction with Harimau Malaya's two upcoming friendly matches, namely against Solomon Islands on 14 June and versus Papua New Guinea on 20 June that will be held in Stadium Sultan Mizan Zainal Abidin, Kuala Terengganu.

Through this activity, five lucky Harimau Malaya fans will be given a chance to show their football skills by attempting to shoot a ball into an unguarded goal from the kick-off spot to win RM1,000 – and they will have to do this in front of thousands of spectators during halftime.

About Bank Islam Malaysia Berhad (Registration No [198301002944(98127-X)])

Bank Islam is Malaysia's first publicly listed Islamic Bank on the Main Market of Bursa Malaysia. Established in July 1983 as Malaysia's first Islamic Bank, Bank Islam has 135 branches and over 900 self-service terminals nationwide. As a full-fledged and pure-play Islamic bank, Bank Islam provides banking and financial solutions that strictly adhere to the Shariah rules and principles and are committed to the ideals of sustainable prosperity and ESG values. The core subsidiaries of the Bank Islam Group are pioneers in various Islamic financial services, including investment and stockbroking, namely BIMB Investment Management Berhad and BIMB Securities Sdn Bhd. For more information on the Group's products and services, visit www.bankislam.com.

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