

Bank Islam and FAM Strengthen Strategic Partnership 2025–2027

Collaborating for national football development

KUALA LUMPUR, Friday, [11 July 2025]: Bank Islam Malaysia Berhad (Bank Islam) reaffirms its commitment to the development of national football through the signing of a strategic partnership agreement with the Football Association of Malaysia (FAM). This collaboration, now entering its fifth renewal, encompasses joint marketing initiatives and the continuation of the Team Harimau Co-Branded Debit Card-i programme.

The strategic agreement was signed by Bank Islam Group Chief Business Officer – Retail Banking, Mizan Masram, and FAM Secretary-General, Datuk Noor Azman Hj Rahman, at a ceremony held at Menara Bank Islam. The signing was witnessed by Bank Islam Group Chief Executive Officer, Dato' Mohd Muazzam Mohamed, along with FAM Honorary President, Tan Sri Dato' Haji Hamidin Haji Mohd Amin.

“We believe that football unites the people. Through this collaboration, Bank Islam aspires to be part of that spirit. Therefore, we are truly honoured to once again be entrusted and given the opportunity to contribute directly to the nation’s football development,” said Mizan.

Under the signed agreement, Bank Islam will organise activation programmes both digitally and on-site at events involving FAM. These include the opening of special booths on match days, joint branding activities, social media content and fan engagement contests.

This collaboration also offers supporters of the national football squad, Harimau Malaya, the opportunity to own a specially designed card as a way to express their support for the team, while enjoying various benefits, including ATM withdrawals and electronic payments for local and international purchases.

For every issuance, annual, and replacement fee of the Team Harimau Debit Card-i, RM2 will be channelled to FAM in support of nurturing young talents and the development of football programmes in Malaysia.



To date, the Team Harimau Debit Card-i has recorded over 2 million users in the market. This achievement reflects customers' continued confidence and support for Bank Islam's product, while also contributing to the development of the national football team, Harimau Malaya.

Mizan said, "As a banking institution, Bank Islam also hopes that the issuance of the Team Harimau Debit Card-i will drive the adoption of digital banking and electronic payments that are faster, more efficient, and secure, in line with the nation's aspiration towards a cashless society."

He added, "Bank Islam is truly grateful to FAM for the trust placed in us and agreeing to extend this strategic collaboration. This partnership reflects our commitment to fostering the spirit of sportsmanship and strengthening support for a team that carries the nation's hopes. The 'Crest on the Chest' (*Lambang di Dada*) is not just a symbol, but a responsibility. Bank Islam is proud to stand alongside FAM and Harimau Malaya in their efforts to bring glory to Malaysia on the international stage."

Meanwhile, FAM Exco member, CP Dato' Sri Mohd Yusri Hj Hassan Basri, who also serves as the Deputy Chairman of FAM's Marketing and Sponsorship Committee, expressed appreciation for Bank Islam's steadfast commitment, having supported FAM for over a decade.

"For over 12 years, Bank Islam has not only served as a sponsor of FAM, but has also emerged as a true strategic partner, contributing beyond financial to elevate the local football brand and strengthening Malaysia's football ecosystem.

"What is even more meaningful is how this relationship has evolved beyond a commercial partnership into one built on shared values and aspirations, in line with FAM's vision to establish a comprehensive and inclusive football structure capable of producing more internationally recognised players, coaches and technical officials."

"This close cooperation not only strengthens efforts to develop the national football landscape but also inspires us to work even harder in building an inclusive and sustainable ecosystem.

"Thank you once again to Bank Islam for being a progressive, forward-thinking and committed partner in supporting the success of our mission and vision," said Dato' Sri Mohd Yusri.



About Bank Islam Malaysia Berhad

Bank Islam is the first Islamic bank publicly listed in the main market of Bursa Malaysia. Established in July 1983, the bank has 135 branches and over 900 self-service terminals across Malaysia. As a pure-play Islamic bank, Bank Islam provides retail banking and corporate financial solutions that strictly adhere to Shariah rules and principles. The bank is committed to sustainable prosperity and ESG values and is an official participant of the UN Global Compact Malaysia and Brunei. Bank Islam's core subsidiaries, BIMB Investment and BIMB Securities, offer various Islamic financial services, including investment and stockbroking. For more information on the Group's products and services, please visit www.bankislam.com.

For further information, please email Bank Islam Group's Media Relations team at: media@bankislam.com.my

About Football Association of Malaysia (FAM)

Established originally in 1926 as the Malayan Football Association (MFA), the Football Association of Malaysia (FAM) is the national governing body formed to oversee all aspects of football activities in the country. Affiliated to world body - the International Association Football Federation (FIFA), FAM is a member of the Asian Football Confederation (AFC) and the ASEAN Football Federation (AFF).