

MEDIA RELEASE

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BANK ISLAM'S "NEW AL-AWFAR" MORE CHANCES TO WIN EXCLUSIVE PRIZES

Over 10,000 Winners, More Than RM14 Million to be Won

KUALA LUMPUR, (16 April 2019): Bank Islam Malaysia Berhad ("Bank Islam") today celebrates the 10th year anniversary of its Al-Awfar product by announcing several enhancements of the said product. Known as the "New Al-Awfar", this investment account will provide more attractive offers to its customers including an increase in the value of prizes of up to RM14 million.

On 25 March 2009, Bank Islam made history in the Islamic banking industry when the Bank pioneered the offering of the first-of-its-kind Al-Awfar, an innovative investment account product with an attractive prize offer. It is a low-risk investment account based on *Mudarabah* concept where Al-Awfar funds are invested in existing Housing Financing and Fixed Assets portfolio to ensure a strong sustainable investment. Al-Awfar is open not only to individuals, but also business entities, associations, religious bodies, schools, universities, clubs and organisations are eligible to open this account.

Bank Islam's Chief Executive Officer, Mohd Muazzam Mohamed said, "In the last 10 years the product was introduced, Al-Awfar has produced 23 millionaires. To date, Bank Islam has received an overwhelming response. We achieved a good track record with a total fund size of RM2.45 billion and 771,496 accounts. With the New Al-Awfar, we expect an increase of fund performance with a growth target of RM800 million and 230,000 new customers in 2019."

"Based on this encouraging response, we decided to further improve the product. We enhance the draw prize structure and increase the total value of prizes from RM10

million to over RM14 million. In other words, we will have more winners and offer more exclusive prizes” he added.

Prizes for half yearly special draws are Mercedes C200 Avantgarde, Honda Civic cars, holiday packages or umrah, and smartphones. Quarterly draws are divided into two categories namely Millionaire and Al-Awfar Junior where winners have the chance to win cash prize of RM1 million while the Al-Awfar Junior category for customers aged 18 and under have the chance to win Apple brand prizes such as iMac, Macbook Pro, iPhone and consolation cash prize. Customers also have the opportunity to win cash prizes through monthly draws.

The qualifying criteria are as follows:

- 1) Average monthly balance of RM100.00 to qualify for monthly draws.
- 2) Average balance of RM100.00 for three months to qualify for the Al-Awfar Junior quarterly draw.
- 3) Average balance of RM1,000.00 for three months to qualify for the Millionaire quarterly draw.
- 4) Average balance of RM10,000.00 for six months to qualify for the half yearly draw.

At the same time, Bank Islam continues to hold its monthly campaign called '*Jom Pindah Gaji*' until December 2019. We offer a total cash value of RM100,000 to 13 winners each month. Customers only need to transfer salaries to Bank Islam in order to be eligible for this draw which is open to government servants and all agencies under it.

Existing and new Al-Awfar customers who wish to perform transactions such as to increase their investment or open an account, may do so via Internet banking, Bank Islam's branch counter and automated teller machines (ATMs) as well as cash deposit machines (CDMs) .

For further information, please visit www.bankislam.com.my

About Bank Islam Malaysia Berhad

Bank Islam Malaysia Berhad was established in 1983 as the nation's first Islamic bank. To date, the Bank has a network of 149 branches and more than 1000 self-service terminals nationwide. To meet the diversity of the public's financial needs, Bank Islam offers more than 70 *Shariah*-based banking products and services which cater to Muslims and non-Muslims. For more information on Bank Islam products and services, visit www.bankislam.com.my or call Bank Islam Call Centre at 03-26 900 900.

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