

# MEDIA RELEASE

For Immediate Release



## **BANK ISLAM LAUNCHES A NEW, IMPROVED AL-AWFAR**

*Offers more than RM18 million worth of exciting prizes under 15 categories*

**PUTRAJAYA, Saturday, [8 July 2023]:** Bank Islam Malaysia Berhad (Bank Islam or the Bank) launches an improvement to its signature investment account, Al-Awfar, by offering more rewards to existing and new customers. The New Al-Awfar – Wow! Banyaknya! offerings include amazing prizes amounting to more than RM18 million and ten (10) new categories for customers to win.

With the upgrade, Al-Awfar customers are now entitled to win prizes in 15 categories, with three (3) categories for the monthly and quarterly draw, five (5) categories for the half-yearly draw and four (4) categories for the yearly draw. In addition, winners of the Al-Awfar yearly bonus draw now stand a chance to bring home one (1) kilogram of gold bar and two (2) Harley Davidson motorbikes.

Bank Islam Group Chief Business Officer – Group Retail Banking, Mizan Masram, said, "Since its launch in 2009, Al-Awfar has grown from strength to strength. As of 30 June 2023, we have recorded growth of over RM5 billion in funds from 1.2 million accounts. As we celebrate the Bank's 40<sup>th</sup> anniversary this year, it is time to enhance one of our signature products to give more winning opportunities to our customers. The upgrade also signifies our appreciation for customers' solid and overwhelming support of Bank Islam and Al-Awfar over the years."

On 25 March 2009, Bank Islam made history in the Islamic banking industry when it launched Al-Awfar, an innovative low-risk investment account product based on the *Mudarabah* concept. Al-Awfar funds are invested in the Bank's existing House and Fixed Asset (HFA) Financing portfolios to ensure sustainable investment.

Bank Islam celebrated the 39<sup>th</sup> Al-Awfar millionaire, Dato' Md Adnan Sulaiman, during the launch of the New Al-Awfar – Wow! Banyaknya! at IOI City Mall, Putrajaya, today.

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**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](http://www.bankislam.com).

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