

# MEDIA RELEASE

*For Immediate Release*



## **BANK ISLAM CELEBRATES 9 AL-AWFAR CAMPAIGN DRAW WINNERS**

*Attractive prizes to appreciate customer's loyalty and trust*

**KUALA LUMPUR, Wednesday, [22 February 2023]:** Bank Islam Malaysia Berhad (Bank Islam) today celebrates nine (9) Al-Awfar campaign draw winners in a ceremony held at the Shangri-La Hotel, Kuala Lumpur.

The Grand Prize draw winner brought home RM1 million, while five (5) Special draw winners each drove home a BMW 302i luxury car and four (4) units of Honda CR-V.

In addition, the Junior Grand Prize category winner was awarded a Macbook Pro, and two other winners received cash amounts of RM100,000 and RM 50,000, respectively.

Al-Awfar is an innovative investment account based on the Mudarabah concept, offering opportunities for customers to win various cash and attractive rewards worth more than RM15 million a year.

Presenting the prizes to the winners was Bank Islam Group's Chief Business Officer - Retail, Mizan Masram. Also present was the Group Chief Operating Officer, Mohamed Iran Moriff Mohd Shariff.

Mizan said, "After 14 years in the market, Al-Awfar received an overwhelming response, recording a fund size of more than RM5 billion through 1.02 million accounts."

"We are grateful to customers who support and trust Bank Islam in managing their financial interests. This Al-Awfar campaign reflects our appreciation for the customer's loyalty to Bank Islam," he added.

Since the introduction of Al-Awfar in 2009, 38 customers have received the title of Al-Awfar Millionaire by winning the main prize worth RM1 million each.

Besides, from 2019, Bank Islam has increased the chance of winning rewards to more than 10,000 customers by providing various attractive prizes, including cars, umrah or holiday packages, cash and gadgets.

Al-Awfar has recorded a growth of 77 percent involving RM2 billion since its revision in 2019.

Looking at the growth and aligned with the passage of time and the development of technology, Al-Awfar will be given a breath of new life.

"Insyah-Allah, the new Al-Awfar structuring and draw will be launched in conjunction with Bank Islam's 40<sup>th</sup>-anniversary celebration this July," he said.

The list of winners who attended the event is as follows:

No	Grand Prize draw winner	Prize
1	MOHAMMAD IDRUS BIN ISMAIL	RM1 million of cash

No	Special draw winner	Prize
1	SHARIBANUN BINTI YAHAYA	BMW 302i

No	Special draw winners	Prize
1	ABDUL HAKIM ADLI BIN ABDUL HADI	HONDA CR -V
2	HALIJAH BINTI SALAM	
3	NUR IZZATI BINTI IDRIS	
4	TUAN FATIMAH BINTI SAREH ABDULLAH	

No	Junior Grand Prize winner	Prize
1	MUHAMMAD ADAM FAWWAZ BIN AZUKI	A Macbook Pro

No	Monthly Draw Grand Prize winner	Prize
1	MOHD ZAHARUDDIN BIN IBRAHIM	RM100,000 of cash

No	Jom Pindah Gaji winner	Prize
1	SARIFAH RADIAH BINTI BACHOK @ ARASH	RM50,000 of cash

The previous Al-Awfar campaigns also recorded substantial funds growth. Based on the support from the Do-IT & WIN campaign, almost 11,800 new accounts involving RM5 million were registered between February and August 2022.

Meanwhile, the TRUGOLD campaign, held between April to September 2022 gained almost 16,800 new accounts worth more than RM405 million. The ELITE 3.0 campaign which took place between March and December 2022, also recorded almost 20,500 new accounts worth RM373 million.

The DEPOSIT & INVESTMENT campaign held between September to December 2022 attracted almost 18,000 new account holders involving more than RM1 billion.

As part of our efforts to combat scams or fraud, Bank Islam will announce the Al-Awfar winners' list through the Bank Islam Facebook page or website at [www.bankislam.com](http://www.bankislam.com). In addition, representatives from our nearest branch will reach out to the chosen winners.

More information about the Al-Awfar campaign and how to be one of the winners of the main prize worth RM1 million can be referred to the Bank Islam website, [www.bankislam.com](http://www.bankislam.com), and Bank Islam's official social media platforms.

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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 more than 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 Sendirian Berhad. For more information on the Group's products and services, visit [www.bankislam.com](http://www.bankislam.com).

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