MEDIA RELEASE
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BANK ISLAM MASTERCARD CREDIT CARD-i "TRIP TO UEFA 2023" CAMPAIGN
Campaign organised from 1 April to 30 April 2023

KUALA LUMPUR, Sunday, [9 April 2023]: Bank Islam Malaysia Berhad (Bank Islam) is offering a once-in-a-lifetime experience to its Bank Islam Mastercard Credit Card-i cardmembers to watch the UEFA Champions League final match in Türkiye through the "Trip to UEFA 2023" campaign.

Customers can join this campaign when they spend using a Bank Islam Mastercard Credit Card-i during the campaign period. Customers are eligible for one (1) entry unit for every RM100 retail or online spending and two (2) entry units for every RM100 spent overseas. Additionally, new customers who apply and activate a Bank Islam Mastercard Credit Card-i within the campaign period are eligible for three (3) entries.

The Grand Prize of Bank Islam Mastercard Credit Card-i "Trip to UEFA 2023" campaign consists of two (2) tickets to UEFA Champions League Final, two (2) roundtrip flight tickets to Türkiye, 4 days, 3 nights luxury accommodation, and USD250 allowance. Meanwhile, Consolation Prizes include exclusive UEFA-themed merchandise, TruPoints of up to 30,000, and Adidas vouchers.

At the campaign launch, Bank Islam's Chief Business Officer - Retail, Mizan Masram, commented that the campaign's organisation is intended to appreciate the support and loyalty of Bank Islam customers towards its products and services over the years.

"Cashless payment is now a preferred method among customers as it provides an easy, fast and safe transaction. The organisation of this campaign will encourage the use of cashless payment methods, further accelerating the acceptance of digital payments. This will then support the nation's goal of forming a cashless society," he said.

"With that, we want to offer attractive rewards to customers every time they shop using the Bank Islam Mastercard Credit Card-i. The more payments made using our card, the more chances of winning. Winners for the campaign will be announced within May 2023."

Mizan added that Bank Islam would continue to organise various interesting and relevant campaigns to benefit loyal customers.

For more information on the Bank Islam Mastercard Credit Card-i "Trip to UEFA 2023" campaign, customers can visit www.bankislam.com/ucl23

Picture 1

Caption: Mizan Masram (middle), Group Chief Business Officer – Retail, Bank Islam at the launch of the Bank Islam Mastercard Credit Card-i "Trip to UEFA 2023" campaign at Menara Bank Islam, Kuala Lumpur, recently. In attendance, Beena Pothen (second from left), Country Manager, Mastercard Malaysia & Brunei; Devesh Kuwadekar (second from right), Vice President of Account Management, Mastercard; Amir Mutalib (right), Director of Account Management, Mastercard and Ahdan Shariff Muhammad, Bank Islam Head of Card Business.

Picture 2

Caption: Mizan Masram (right), Group Chief Business Officer – Retail, Bank Islam with Beena Pothen, Country Manager, Mastercard Malaysia & Brunei posing at the Bank Islam Mastercard Credit Card-i "Trip to UEFA 2023" campaign launch at Menara Bank Islam, Kuala Lumpur, recently.

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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