

MEDIA RELEASE

For Immediate Release

BANK ISLAM, PAYNET, AND PLUS UNITE TO DRIVE CASHLESS SPENDING AT R&Rs THROUGH FESTIVE CASHBACK CAMPAIGN

KUALA LUMPUR, Thursday, [22 May 2025]: Bank Islam Malaysia Berhad (Bank Islam), in collaboration with Payments Network Malaysia Sdn Bhd (PayNet) and PLUS Malaysia Berhad (PLUS), have launched the *“Balik Kampung dengan Kad Debit-i Bank Islam di R&R PLUS”* campaign to promote cashless spending this festive season.

Running from 28 March to 30 June 2025, the campaign rewards Bank Islam Debit Card-i (MyDebit) users with 10% cashback when they spend a minimum of RM15 at participating PLUS Rest and Service Areas (R&Rs). Each cardholder is eligible to receive up to RM15 in total cashback, which will be credited after the campaign period on a first-come, first-serve basis.

Aligned with the school holiday period and Aidiladha celebrations, the *“Balik Kampung dengan Kad Debit-i Bank Islam di R&R PLUS”* campaign aims to encourage wider adoption of cashless payments methods, while enhancing the overall travel experience for highway users.

Bank Islam Group Chief Business Officer – Retail Banking, Mizan Masram, said, “This collaboration marks another meaningful step in promoting safe, seamless, cashless transactions at high-traffic areas like R&Rs. By encouraging digital payments in everyday settings, we are not only enhancing customer convenience but also supporting the nation’s ongoing journey toward a more digitally inclusive economy.”

Azrul Fakhzan Mainor, PayNet’s Senior Director of Commercial, echoed this sentiment, saying, “This collaboration is a great example of how strategic partnerships can make cashless transactions more accessible and convenient for everyone. By leveraging the reach of R&Rs during the festive season, we’re helping more Malaysians experience the ease and security of digital payments in their daily lives. As Malaysia’s national payments network, this campaign supports PayNet’s aspiration to drive cashless payments across the nation, contributing to Malaysians’ shared prosperity.”

PLUS Chief Commercial Officer, Mohd Fauzi Puniran, subsequently added “Through this strategic collaboration, the nation will be better equipped to advance towards a smart highway ecosystem—one that prioritises delivering a seamless, safe and sustained travel experience. In line with this vision, we have actively promoted cashless options across all our Rest and Service Areas (R&Rs) and lay-bys. As a result of these efforts, 84.8% of stalls, represented by over 535 business partners, currently accept major e-wallets as well as Credit and Debit Cards payment options.”

He adds, building on this momentum, PLUS plans to go fully cashless starting the third and fourth quarter of this year at selected R&Rs which are Tapah (Northbound and Southbound), Seremban (Southbound), Rawang (Northbound), and the Sungai Buloh Overhead Bridge Restaurant.

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.

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About PayNet

Payments Network Malaysia (PayNet) is Malaysia's national payments network with a mission to accelerate the country's payment flows by making the digital payment infrastructure more accessible, widespread, and secure. Our comprehensive retail payments suite—including DuitNow (QR and Transfer), JomPAY (Bill Payments), FPX (Online), MyDebit (Domestic Debit), MEPS, and IBG (Interbank GIRO)—provides extensive coverage across the nation, forming a core part of daily life in Malaysia.

Additionally, PayNet's real-time retail QR payments network, DuitNow, is interoperable with domestic schemes in Singapore, Thailand, Indonesia, and Cambodia, facilitating seamless cross-border transactions with these countries. PayNet is committed to promoting a secure, efficient, and innovative payments ecosystem in Malaysia and works closely with its stakeholders to develop new products and services that meet the evolving needs of consumers and businesses. For further details, please visit our website: www.paynet.my.

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About PLUS

PLUS Malaysia Berhad (PLUS) is the largest highway operator in Peninsular Malaysia and one of the largest expressway operators in Southeast Asia responsible for managing, as well as ensuring the safety and comfort of 1.8 million daily users along the 1,130km (91% interstate highways) in the country. As the 'heart of the nation', PLUS has been instrumental in enhancing Malaysia's socioeconomic status for three decades, as catalyst for the tourism industry, establishment of duty-free zones, new ports and the expansion of housing areas.

Driven by the aspiration to generate prosperity and sustainability in the lives of the community, PLUS' eco-system has also created business and employment opportunities by benefiting the various communities around 30 kilometers of our highways, starting with those closest to us. For the latest information, please visit www.plus.com.my or get updates via our Facebook, Instagram, LinkedIn and PLUS YouTube channels.

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