



Worldwide Partner

MEDIA RELEASE

For Immediate Release

BANK ISLAM AND VISA LAUNCH LIMITED-EDITION BANK ISLAM VISA FIFA-THEMED CREDIT CARD-i

Win a Trip to Watch FIFA World Cup Qatar 2022™ Live, courtesy of Visa

KUALA LUMPUR, Wednesday, [15 June 2022]: In partnership with Visa, a global FIFA Partner, Bank Islam Malaysia Berhad (Bank Islam) celebrates the world's biggest sporting event by offering 10,000 Limited-Edition Visa FIFA-Themed Credit Card-i to new and existing customers.

In conjunction with the launch, Bank Islam is organising a special campaign for the Bank Islam Visa FIFA-Themed 2022 Credit Card-i members. Through this campaign, cardmembers stand a chance to win a once-in-a-lifetime experience to travel to Qatar and watch a live FIFA World Cup™ match, courtesy of Visa. The rewards include match tickets and round-trip flight tickets for two, hospitality, and a cash prize of RM10,000.

Bank Islam Visa FIFA-Themed 2022 Credit Card-i members are also eligible to win attractive monthly consolation prizes consisting of limited-edition FIFA 2022 merchandise, cash back, or sports vouchers. This campaign is valid from 15 June 2022 until 30 September 2022.

Customers can earn entries for the campaign by applying and activating the limited-edition card or collect entries by spending a minimum of RM200 on a single receipt using the card during the campaign period.

Mizan Masram, Bank Islam's Group Chief Business Officer (Retail), said, "As we approach the FIFA World Cup Qatar 2022™ scheduled to take place this year, we are honoured to partner with Visa by offering this Limited-Edition Visa FIFA-Themed Credit Card-i. With its sleek design and the FIFA World Cup™ Trophy background, football fans can commemorate the prestigious event and further hype the excitement of the FIFA World Cup Qatar 2022™. Bank Islam is proud to be part of this prestigious event and presenting our valuable customers a once-in-a-lifetime experience to them via this new card.

He adds, "The Limited-Edition Visa FIFA-Themed Credit Card-i is a lifestyle card that offers various benefits specially curated for cardmembers, from shopping to travels, culinary and entertainment, offering cardmembers a unique and valuable banking experience. Developed with football fans in mind, especially the young and newly employed, Bank Islam targets to acquire 10,000 new Limited-Edition Visa FIFA-Themed Credit Card-i cardmembers."

"As the Official Payment Services Partner for FIFA World Cup Qatar 2022™, we are pleased to partner with Bank Islam to create this FIFA-themed limited credit card and reward our cardmembers with an amazing experience to watch this global sporting event through the campaign. We hope that Malaysians will make use of this wonderful opportunity by applying for this card and stand a chance to win tickets to watch a live World Cup match in Qatar and attractive FIFA-related merchandise," said Mr. Ng Kong Boon, Visa Country Manager for Malaysia.

Apart from a chance to win a trip of a lifetime to Qatar, other benefits of the Visa FIFA-Themed Credit Card-i includes free takaful coverage for outstanding balance and TruPoints reward for every RM1 spent using the card. Cardmembers with a minimum of 12 transactions per annum are also eligible for an annual fee waiver.

Application for the Visa FIFA-Themed Credit Card-i can be made by visiting the nearest Bank Islam branch.



Illustration 1.0: Bank Islam Visa FIFA-themed Credit Card-i

To find out more about Bank Islam's Limited-Edition Visa FIFA-Themed Credit Card-i, customers can visit Bank Islam's website on www.bankislam.com/qatar/

About Bank Islam Malaysia Berhad

Bank Islam is Malaysia's first public listed Islamic Bank on the Main Market of Bursa Malaysia Berhad. Established in July 1983 as Malaysia's first Islamic Bank, Bank Islam has 141 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.

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