

MEDIA RELEASE

For Immediate Release



'LUCKY FIVE-BULOUS' CAMPAIGN: SPEND AND WIN WITH BANK ISLAM DEBIT CARD-i AND CREDIT CARD-i

Campaign organised from 1 February to 30 June 2023

KUALA LUMPUR, Sunday, [19 February 2023]: Bank Islam Malaysia Berhad (Bank Islam) is organising the 'LUCKY FIVE-BULOUS' campaign. The special spend-and-win campaign for Bank Islam Debit Card-i and Credit Card-i customers offers attractive prizes worth RM300,000.

Cardholders must spend using their Bank Islam Debit Card-i and Credit Card-i to participate in this campaign. Customers are eligible for one (1) entry unit for every retail expenditure worth RM50 and two (2) entry units for every RM50 spent at petrol stations.

The 'LUCKY FIVE-BULOUS' campaign offers five (5) Perodua Ativa as the grand prize and twenty-five (25) Apple iPad Pros as consolation prizes. One Grand Prize winner will be selected each month through a lucky draw. Meanwhile, five (5) Consolation Prize winners will be chosen based on the highest number of qualifications for the month.

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

"We want to offer attractive rewards to customers every time they shop using the Bank Islam Debit-i Card and Credit-i Card. The more payments made using our i-Card, the more chances to win."

"Cashless payment is now a preferred method among customers as it provides an easy, fast and safe transaction. The organisation of the 'LUCKY FIVE-BULOUS' 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 mentioned.

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

For more information on the 'LUCKY FIVE-BULOUS' campaign, customers can visit www.bankislam.com/campaigns/wow/

PICTURE 1.0



Caption: Mizan Masram (middle), Group Chief Business Officer – Retail, Bank Islam at the launch of the 'LUCKY FIVE-BULOUS' at Menara Bank Islam, Kuala Lumpur, on Friday.

PICTURE 2.0



Caption: Mizan Masram (middle), Group Chief Business Officer – Retail, Bank Islam, at the launch of the 'LUCKY FIVE-BULOUS' at Menara Bank Islam, Kuala Lumpur, on Friday.

PICTURE 3.0



Caption: Mizan Masram (right), Group Chief Business Officer – Retail, Bank Islam, at the launch of the 'LUCKY FIVE-BULOUS' at the Menara Bank Islam, Kuala Lumpur, on Friday.

Pictures is accessible via this link – <https://drive.google.com/drive/folders/1-39io1PCiyHTPvEwg2Wq8wJd9K61fpvN?usp=sharing>

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.

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