

MEDIA RELEASE

For Immediate Release



BANK ISLAM ENHANCES CREDIT CARD-i BENEFITS

Celebrates loyalty with cashback and TruPoints

KUALA LUMPUR, Wednesday, [26 June 2024]: Bank Islam Malaysia Berhad (Bank Islam or Bank) proudly announces the unveiling of its enhanced Credit Card-i, showcasing an array of new benefits and rewards attuned to its customers' lifestyles. This initiative underscores Bank Islam's commitment to delivering innovative, customer-centric financial products that offer curated rewards to meet customers' diverse needs and spending preferences.

The enhanced Bank Islam Credit Card-i is not just a card; it is a financial tool. With Bank Islam's dual rewards programme, customers can earn TruPoints and cashback on their daily purchases and travel expenses, boosting their financial well-being. To commemorate the enhancement, a new design of Bank Islam Platinum Credit Card-i was unveiled. It is an exclusive and sophisticated design inspired by metallic fluid, symbolising adaptability to the ever-changing environment.

From 1 August 2024 onwards, Bank Islam Platinum Mastercard customers can enjoy a rewards bonanza for every card swipe. They can earn up to 2X TruPoints on contactless transactions and petrol. Frequent travellers can also earn 2X TruPoints rewards when they spend on the card overseas.

Meanwhile, **Bank Islam Platinum Visa cardholders** can elevate their shopping experience while saving effortlessly with every transaction through a thrilling up to 5% cashback on online purchases and dining expenditures. The Bank also offers 1% Cashback for overseas spending.

Bank Islam Group Chief Business Officer – Retail Banking, Mizan Masram, explains, "We are redefining our credit card offerings to promote responsible financial management. Our new proposition is designed to help customers save money while they spend. With a dual rewards programme, **TruPoints for Mastercard** and **cashback for Visa** cardmembers, we provide them with more options and greater value."

Mizan adds, "These new features will take effect on 1 August 2024 and significantly enhance customers' daily financial lives, making Bank Islam's Credit Card-i an

indispensable tool for financial management and empowering them to take control of their finances to achieve long-term financial stability."

Driven by innovation, Bank Islam Credit Card-i is positioned to fulfil unique customers' appetites, different from what the Bank presently presents in the market.

"We are conscious that more and more customers are adopting contactless payment options. The new cards' rewards are unveiled for new customers and our existing over 160,000 customers, with value-added features that cater to their specific spending preferences and the existing free takaful coverage. The enhanced Bank Islam Credit Card-i is expected to significantly contribute to a 20% growth rate of new customers within the year," adds Mizan.

In celebration of the launch, Bank Islam is organising a Special Balance Transfer program from now to 31 August 2024. Cardholders may opt for Balance Transfer with a 0% profit rate and repayment in the next 12 months. This is one of the best deals in town. Alternatively, Cardholders may opt for longer repayment tenure of up to 36 months with a Balance Transfer with a Gift that offers the latest 11" iPad Air at a reasonable profit rate of 5.88% p.a.

At the same time, the first 300 new Bank Islam Credit Cardholders who applied and activated their card by 31 August 2024 will be rewarded with RM50 cashback or 5000 TruPoints as a welcome gift. Continue to spend 5 transactions within 30 days and enjoy an additional RM50 or 5000 TruPoints. Additionally, for every RM200 spent, cardholders can win a fully paid trip to Istanbul, including enjoying a hot-air balloon ride adventure that offers awe-inspiring views and a memorable experience.

For more information and to apply for the new Bank Islam Platinum Credit Card-i, visit www.bankislam.com or any Bank Islam branch. Embrace the enhanced rewards and benefits tailored to your lifestyle and spending habits with Bank Islam's Platinum Credit Card-i.

About Bank Islam Malaysia Berhad (Registration No [198301002944(98127-X)])

Bank Islam is the first Islamic bank publicly listed on 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 UN Global Compact Malaysia and Brunei participant. Bank Islam's core subsidiaries, BIBM Investment and BIBM Securities offer Islamic financial services, including investment and stockbroking. For more information on the Group's products and services, please visit www.bankislam.com.

For further information, please email Bank Islam Group's Media Relations team at media@bankislam.com.my.