

# MEDIA RELEASE

*For Immediate Release*



## **BANK ISLAM UNVEILS MASTERCARD INSPIRE CREDIT CARD-i**

*Empowering the Next Generation of Young Professionals*

**KUALA LUMPUR, Friday, [27 September 2024]:** Bank Islam Malaysia Berhad (Bank Islam or the Bank) introduces the Mastercard Inspire Credit Card-i, a new Shariah-compliant credit card designed for young professionals. Developed in collaboration with Mastercard, this innovative card offers exclusive benefits designed to help graduates and early-career individuals manage their finances effectively.

The card, featuring a unique minimalist design, is available in four vibrant colours to match one's style. It is also an eco-friendly choice, made from 94% plant-based materials.

Bank Islam Group Chief Business Officer for Retail Banking Mizan Masram said the Bank Islam Mastercard Inspire Credit Card-i is designed to be affordable for first-time users, offering a lifetime annual fee waiver.

“Mastercard Inspire Credit Card-i is more than just a payment tool; it's your key to unlocking a world of limitless possibilities and enriching adventures. We aim to educate healthier financial management while embracing the joy of discovery.”

Cardmembers also earn 2X TruPoints on airline and online purchases, plus unlimited TruPoints on all retail spending, giving them more value in every transaction. The accumulated TruPoints can be redeemed instantly and effortlessly at any Mastercard-accepting merchants in Malaysia and around the globe via the Bank Islam Mastercard Pay with Rewards™ mobile app.

Besides earning rewards, the card provides practical perks like two complimentary entries to Plaza Premium Lounges annually and 20% off on KLIA Ekspres fares, offering convenience and savings for frequent travellers. Courtesy of Mastercard, cardholders can also enjoy offers and benefits from Mastercard's priceless specials throughout the year.

Bank Islam is offering a special promotion from 1 October to 31 December 2024 to celebrate its launch. New cardholders who apply and activate their Inspire Credit Card-i with minimum spending of RM100 in a single transaction will receive an RM30 Grab voucher, redeemable on the Grab app for GrabFood and GrabRide services.

“In addition, join us at an exclusive “Passport to Inspire” event at Central i-City, Shah Alam, from 26 to 29 September 2024. This exciting four-day event will feature interactive workshops, financial management sessions, and contests with limited-edition gifts.

Don't miss this opportunity to connect with us and discover the benefits of the Bank Islam Mastercard Inspire Credit Card-i." Mizan further adds.

For more information about the Bank Islam Mastercard Inspire Credit Card-i, its ongoing promotion, and how to apply, visit Bank Islam's website, [www.bankislam.com](http://www.bankislam.com), or any branch nationwide.

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**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, 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](http://www.bankislam.com).

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