

Press Release

8 August 2024

## **Maybank Treats Fair Celebrates 20 Years of Honouring Customers with Unprecedented Rewards**

*- Longest running bank loyalty redemption event in Malaysia, serving some 13 million Maybank cardholders*

### **Maybank Treats Fair 2024 highlights**

- Win an Ora Good Cat EV with a minimum spend of RM100
- RM20 Treats Box with items up to RM2,000 for 200 customers at 2.00pm daily
- Special conversion rate of 400 points to RM1
- Earn 5x Points with Maybank 0% EzyPay/i Instalment Plan
- Over 20 million points giveaway for the daily Treats Fair Millionaires
- Close to 300 booths from Maybank merchants offering great deals to purchase via Maybank Points or with Maybank Cards
- Design and personalise your Maybank Debit Card at only RM27
- Meet & Greet football legend Ryan Giggs, Chef Wan Lifestyle cooking demo with Dato' Chef Wan and many more
- Charity auction by Red Ribbon Celebrities for the Malaysian AIDS Foundation

Maybank today unveiled its highly anticipated Maybank Treats Fair, marking two decades of rewarding loyalty to its customers. As the longest-running bank loyalty redemption event in Malaysia, and recognised by the Malaysian Book of Records, this year's edition promises to be an unforgettable celebration of customer appreciation.

The award was presented to **Syed Ahmad Taufik Albar, Group CEO, Community Financial Services** by Christopher Wong, Chief Executive Officer of the Malaysian Book of Records during the event launch.

"We are doubly thrilled this year not only to celebrate this significant milestone but also to be physically present with our valued customers, as in 2022, we held the event virtually due to the pandemic. The Maybank Treats Fair is more than just a shopping event but a platform for us to express gratitude and reward our loyal customers," said Taufik Albar.

The four-day event is held from 8th to 11th August at the Mid Valley Exhibition Centre; and will feature close to 300 booths offering exclusive deals, discounts, and exciting activities. To date, Maybank boasts an impressive 13 million cardholder base, with transaction growth surging by 30% year-to-date, a testament of the bank's unwavering commitment to intensify customer centricity.

The previous Treats Fair generated over RM10 million in sales and witnessed a staggering 2 billion Maybank points redeemed. This year, Maybank is raising the bar even higher and is projecting to record an increase of 20% for sales and points redeemed with enhanced redemption benefits. Customers can redeem RM1 with just 400 TreatPoints, a significant reduction from the normal 500 points. Additionally, Maybank customers can enjoy 5x Maybank points for every ringgit spent through Maybank's 0% EzyPay instalment plan.

The Maybank Treats Fair will feature a range of exciting activities including celebrity appearances by football legend Ryan Giggs, renowned chef Dato' Chef Wan with his signature Chef Wan Lifestyle and the cast of Unifi TV Original, Barajiwa. Attendees can look forward to enjoying a fun-filled day out while taking advantage of incredible deals and rewards.

As a highlight of this year's event, Maybank is giving customers the chance to win an Ora Good Cat EV with a minimum spend of RM100. The lucky winner will be announced on the final day of Treats Fair.

Maybank is also the first bank in Malaysia to offer redemption points for travel bookings and for the avid travellers, Maybank and Agoda have formed a strategic partnership to offer exclusive travel benefits to Maybank customers. Through this partnership, customers can utilise TreatPoints for travel bookings. During the Maybank Treats Fair 2024, customers can redeem Agoda vouchers worth RM100 and RM200 from as low as 40,000 and 80,000 points, respectively; or redeemable for 42,5000 and 85,000 points thereafter.

To add to the excitement, Maybank is introducing a daily lucky dip where four lucky winners can be Treats Fair millionaire. Furthermore, early birds who visit the fair will receive exclusive guaranteed gifts.

Beyond the incredible deals and rewards, Maybank is committed to giving back to the community. A charity auction in support of the Malaysian AIDS Foundation will be held during the event, allowing customers to contribute to a worthy cause by bidding with their Maybank points for household items and electrical gadgets.

"The Maybank Treats Fair has consistently exceeded expectations, and this year is no exception. With unprecedented rewards, exciting activities, and a strong focus on giving back to the community, we are confident that this event will be one of our most memorable yet," said Taufik Albar.

For more info and detailed programmes, treats and rewards at the Maybank Treats Fair 2024, please visit: [www.maybank2u.com/treatsfair](http://www.maybank2u.com/treatsfair)

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