



## PRESS RELEASE

*for Immediate Release*

### BANK MUAMALAT AND TOYYIBPAY LAUNCHES 'BAZAR.DELIVERY'

*New platform aims to keep Ramadan shopping experience alive through digital innovation*

KUALA LUMPUR, April 24, 2020: Bank Muamalat Malaysia Berhad (BMMB) and ToyyibPay have launched the 'Bazar.delivery' platform aimed at keeping the annual Ramadan shopping experience alive through digital innovation. The e-commerce platform is also strengthened by the cooperation of digital payment provider PayNet, through their FPX.

'Bazar.delivery' provides a simple and easy solution for merchants and the public to **sell and buy** a wide array of Ramadan delicacies and traditional Malaysian delights, beverages, and festive items. Around 5,000 merchants are expected to sell their products on this platform. This initiative provides a solution to Ramadan bazaar traders to remain in business, during the Movement Control Order (MCO) period as well as provide opportunities for registered delivery riders, to generate income during this period.

This initiative aims to solve problems faced by the community during the MCO, encourage income generation and create economic value in the long run for stakeholders. This is in line with Value-Based Intermediation (VBI) adopted by Bank Muamalat to deliver intended Shariah outcomes.

'Bazar.delivery' is a website application which is also accessible to users via their smartphones. To get on board, merchants, customers, and delivery riders just need to click on "<https://bazar.delivery/>" to register as sellers, buyers or riders, respectively. The platform will initially cover areas in Kuala Lumpur and Selangor before expanding to other areas in the future.

Customers can choose either to create an account through the web-app or start buying right away. For first-time users, customers can set their location, for example, their home address, and the platform will automatically show all available merchants within a 5-10km radius of their location.

In conjunction with the launch of this platform, a total of RM60,000 worth of incentives are up for grabs for merchants, customers and riders who participate in 'Bazar.delivery'. Campaigns that have been lined up include:

- "Jual Banyak, Untung Lebih" for the merchants
- "Let's Support Mak Cik Kiah" for customers
- "Jom Jadi Rider" for riders

The campaigns will not only boost sales for the merchants, but also provide an opportunity for buyers and riders to get extra pocket money through the platform's "Duit Raya" campaign in conjunction with the upcoming Aidilfitri celebration.

“This initiative is part of Bank Muamalat’s contribution to boost the economy and assist the many Small and Medium Enterprises (SMEs) and petty traders; the many “Makcik Kiahs” who are severely impacted during this MCO period. We know that the Ramadan bazaars are an important contributor to their livelihood and we hope that by providing this platform, they will be able to benefit from it,” said Khairul Kamarudin, Chief Executive Officer of BMMB.

Meanwhile, Chief Executive Officer of ToyyibPay, Rosli Amir said this new entrepreneurial ecosystem will help improve the local economy digitally during this difficult time. “This site will feature a unique assortment of items synonymous with the traditional Ramadan bazaars, and enable those observing Ramadan to get their meals for ‘Iftar’ and ‘Sahur’, as well as other festive items. With the support of Bank Muamalat and PayNet, 11 million customers from 31 Banks can transact safely through FPX” explained Rosli.

#weprotectourselves #socialdistancing #eBazaarRamadhan

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### **About Bank Muamalat Malaysia Berhad**

Bank Muamalat is a leading Islamic bank, established on 1 October 1999, and is governed by Islamic Financial Services Act 2013 (IFSA). As a full-fledged Islamic financial institution, the bank offers its customers a broad range of services, meeting the needs of both individuals and institutions.

In essence, Bank Muamalat provides individuals with services ranging from deposit accounts, asset management, financing needs for automobiles, homes and personal use as well as wealth management products such as family and general takaful, investments, Islamic estate planning to non-financial products such as Islamic funeral management, Quranic learning and halal tours. The Bank offers corporate and institutional customers the full product range of a leading corporate and investment bank, from cash management, payment solutions including trade and export finance to international foreign exchange, financing and capital market transactions.

Bank Muamalat has presence nationwide via a network of 65 branches. In addition, Bank Muamalat also has its electronic channels encompassing i-Muamalat (the Bank’s internet banking solution) and our Self Service Terminals (SST) which are available at almost 141 locations through its network of ATMs, CDMs and CDTs. We also provide corporate internet banking at your convenience.

Bank Muamalat is a member of the DRB-HICOM Berhad Group which owns 70% of the Bank’s shares with the remaining stake held by Khazanah Nasional Berhad.

Bank Muamalat was officially accepted as a member of Global Alliance for Banking on Values (GABV) on 15 November 2017. Signaling a growing appetite for the values-based banking movement, Bank Muamalat is the first Islamic bank in the world and the first in Southeast Asian region to be accepted as a member of GABV.

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