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Golden Screen Cinemas and PayNet hosted Prize-Giving Ceremony for 'Watch and Win with MyDebit' Contest

Over 50 movie-goers took home RM180,000 worth of prizes!

23 January 2024, Kuala Lumpur – Golden Screen Cinemas ('GSC'), leading cinema exhibitor in collaboration with its strategic partner, Payments Network Malaysia Sdn. Bhd ('PayNet') held the 'Watch and Win with MyDebit' contest, which ran from 17 August until 19 November 2023.

In line with GSC's commitment in rewarding frequent movie-goers, consumers were encouraged to participate in the contest by spending a minimum of RM30 in a single transaction with MyDebit ATM Card, at GSC kiosks and counters across 56 GSC outlets nationwide, to win a range of exclusive prizes! 57 winners were selected at random, leaving it to their lucky stars, taking home prizes worth over RM180,000 at the prize giving ceremony held at GSC IOI City Mall 2 (East), Putrajaya.



Group photo of all the winners with PayNet Chief Commercial Officer, Gary Yeoh and GSC Chief Marketing Officer, Shirley Low.

"Our consumers are the heart of our business. As such, rewarding our frequent movie-goers underscores our commitment in providing them with exciting yet memorable experiences each time they walk into our cinemas with contests and promotions. Together with our strategic partner, PayNet, we would like to extend our heartiest

congratulations to all winners who took home well-deserved prizes, kickstarting 2024 on a positive note!" said **Ms. Shirley Low, Chief Marketing Officer, Golden Screen Cinemas.**



3x Grand Prize winners with PayNet Chief Commercial Officer, Gary Yeoh and GSC Chief Marketing Officer, Shirley Low. Top left: Farah Diana Binti Abdul Aziz. Top right: Goh Eng Guan. Bottom: Noraida binti Mohamad Ali.

The Grand Prize winners rode home in style with an exclusive Vespa GTS Super Sport (worth RM102,000 each), with the 1st prize winners taking home a Samsung 75" Neo QLED 4K TV (worth RM17,600 each), followed by 2nd prize winners taking home a Samsung Galaxy Flip F4 smartphone (worth RM4,099 each).



3rd Prize winners with GSC Chief Marketing Officer, Shirley Low.

Set to enjoy a plush, luxurious cinematic experience at Aurum Theatre, a total of 30 winners won Aurum Passes worth RM500 each.

Chief Commercial Officer of PayNet, *Gary Yeoh* said, "With this campaign, consumers not only enjoy an easy and convenient way to pay for their ticket purchases with MyDebit ATM Card, but they also enjoy a bonus to win attractive prizes. As consumers are embracing the convenience of e-payments, PayNet remains committed to ensuring MyDebit ATM Card is widely accepted and conveniently used for everyday purchases in daily lives. More awareness campaigns to be conducted by PayNet in 2024 will focus on unserved and underserved areas, which aims to shift consumer behavior towards digital economy transformation, making digital payments accessible to everyone, including those in remote or rural areas, thereby promoting inclusivity in our financial ecosystem."

One of the Grand Prize winners, *Farah Diana Binti Abdul Aziz* shared her excitement, "I'm surprised to be chosen as the Grand Prize winner for the 'Watch and Win with MyDebit' contest. Thank you to GSC and PayNet for organising this contest. It definitely brings value to movie-goers who spent at GSC,"



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About Golden Screen Cinemas

Golden Screen Cinemas Sdn. Bhd. (GSC) is a wholly-owned subsidiary of the PPB Group (a member of the Kuok Group), operating a total of over 642 screens in over 73 locations across Malaysia and Vietnam, with 521 screens in 56 locations in Malaysia, and 108 screens in 18 locations in Vietnam through a partnership with Galaxy Studio. As the leading cinema exhibitor in Malaysia, GSC delivers innovative, integrated, and enriching lifestyle experiences through state-of-the-art cinematic technologies, merchandising, F&B, events, and more. Tailored for audiences that enjoy arthouse films, GSC International Screens was launched in 1999, celebrating cultural diversity through film on the big screens. With movies from all over the world, GSC International Screens showcases best of non-mainstream and foreign language movies. GSC also owns Aurum Theatre, a boutique luxury cinema unlike any other in Malaysia, featuring opulent seats, bespoke service, and continental dining.

For more information, log on to www.gsc.com.my or check out GSC's social media @gscinemas for the latest updates.

About PayNet

Payments Network Malaysia (PayNet) is the national payments network and central financial infrastructure for Malaysia with the vision to empower Malaysia's digital economy. Our extensive retail payments suite, DuitNow (QR and P2P), JomPAY (Bill Payments), FPX (Online), MyDebit (Domestic Debit), MEPS (ATM), and IBG (Interbank GIRO) has near ubiquitous coverage across the nation and is part of the daily fabric of life in Malaysia. In addition, PayNet's real time retail QR payments network, DuitNow is also interoperable with domestic schemes in Singapore, Thailand and Indonesia as well as international schemes to enable seamless cross-border transactions.



PayNet is committed in promoting a secure, efficient, and innovative payments ecosystem in Malaysia, and working closely with its stakeholders to develop new products and services that meet the evolving needs of consumers and businesses.

For more information, please visit www.paynet.my.

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