

## MEDIA RELEASE

For Immediate Release

### MYDIN PARTNERS WITH BOOST BANK TO OFFER EXCLUSIVE BENEFITS TO CUSTOMERS

**SELANGOR, 13 JUNE 2024:** Mydin Mohamed Holdings Berhad (MYDIN), a national prominent local wholesaler and retailer, has announced an exclusive collaboration with Boost, specifically focused around the newly launched Boost Bank. This partnership aims to give MYDIN's loyal customers significant savings and special privileges if they sign-on to the Boost Bank app and use Boost app to shop at MYDIN.

***Datuk Wira (Dr) Haji Ameer Ali Mydin, Managing Director of MYDIN said,*** “Interestingly with this partnership, our customers using Boost Bank can now enjoy exclusive savings while shopping at our outlets. Promotions include essential items such as sugar (normal price, RM2.85), flour (normal price RM2.80), MyRasa Sardine (RM5.50), and Gardenia bread at RM2.00 for each of the items.

*We also encourage digital payment to ease and expedite the payment process at our checkout counters. Our customers can simultaneously benefit from the savings and perks offered by Boost Bank”. he spoke.*

***Sheyantha Abeykoon, Group Chief Executive Officer, Boost:*** “We are proud to embark on our digital banking journey with MYDIN, a long-standing partner of Boost. We share a common vision of making the lives of those who are less affluent better through the use of technology. We want to ensure that customers of our digital bank do not merely get bank accounts that offer attractive rates and rewards, but offer real benefits for everyday use cases, like grocery shopping. The special prices on essentials for customers who maintain bank accounts with Boost Bank will offer very tangible benefits to Malaysians as we take them into the world of digital banking.”

**Chief Executive Officer of Boost Bank, Fozia Amanulla**, added, “Our partnership with MYDIN underscores Boost Bank’s mission to foster financial inclusion and simplify banking for all Malaysians. Through the Boost Bank app, MYDIN customers will enjoy increased savings and exclusive perks, such as higher interest rates via our Boost Bank Savings Jars. This seamless digital banking experience aims to transform how customers shop and manage their finances, providing enhanced convenience and financial benefits. We are excited to bring innovative financial solutions to MYDIN’s loyal customers, ensuring they can shop and bank with unprecedented ease and efficiency. This collaboration is also made possible through PayNet’s DuitNow Online Banking, which enables seamless online transfer experience into the Boost Bank account. Additionally, with Boost Bank’s upcoming and much-anticipated Debit Card, powered by PayNet’s MyDebit scheme, customers can look forward to more convenient and secure access to their digital bank funds.”

The strategic alliance between MYDIN and Boost Bank offers preferential daily interest rates of up to 4% p.a. (returns paid out weekly), to customers who create a Boost Bank account, deposit a minimum of RM2,000 into the Savings Jars, and spend a minimum of RM50 per month via the Boost eWallet app at any MYDIN outlets from 13 June to 30 September 2024\*. By completing these steps, customers would automatically become Platinum President on the Boost Bank app and Boost eWallet app too\*. Be sure to link your Boost Bank account to your Boost app prior to making the transaction.

Additionally, MYDIN customers who opened a Boost Bank account will also be entitled to receive RM10 cashback through Partner Wallets on the Boost app, which can be activated via this promo code: “BOOSTMYDIN”. The cashback is provided on a first-come-first-served basis, so redeem now\*.

Boost Bank launched its pioneering embedded app last week, setting a new standard in digital banking by seamlessly integrating financial services into the daily lives of Malaysians. This innovative app is one of the few in Malaysia that enables customers, including those without existing bank accounts, to be digitally onboarded with ease.



The partnership between MYDIN and Boost Bank is a commitment to enhance customer shopping experience through innovative digital solutions.

For more information on the partnership, visit our official social media platforms or MYDIN's Malaysia official website at [www.mydin.my](http://www.mydin.my).

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### **About MYDIN**

MYDIN is a homegrown wholesale and retail chain that has operated since 1957. MYDIN continues to be the halal key driver for Malaysia's retail industry, providing a wide selection of products while simultaneously orienting the wholesale pricing policy all year round. **Why Pay More? Buy at Wholesale Prices!** MYDIN stores provide everyday promising price deals without compromising the quality of goods. MYDIN operates 68 outlets nationwide, comprising seven business formats. For more information, check out our official website at [www.mydin.my](http://www.mydin.my).

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### **About Boost Bank**

Boost Bank by Axiata and RHB (Boost Bank) has commenced operations in phases since January 2024. As the first homegrown digital bank, we are anchored in the mission to pave the way for a banking revolution that serves all Malaysians. What distinctly sets Boost Bank apart is its position as the first digital banking consortium that merges the expertise of fintech and banking leaders. This enables Boost Bank to harness the untapped potential of embedded banking that democratizes financial access for all. For more information, please visit: [https://link.myboost.co/BoostBank\\_3](https://link.myboost.co/BoostBank_3)

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