

TNG Digital and PayNet unite to propel Sabah toward a cashless society

TNG Digital and PayNet are promoting a cashless society in East Malaysia, encouraging Sabahans to use Touch 'n Go eWallet for payments to enjoy cashbacks and rewards.

KUALA LUMPUR, 20 January 2024 – TNG Digital Sdn. Bhd. (“TNG Digital”) and Payments Network Malaysia Sdn. Bhd. (“PayNet”) collaborate to launch the ‘**Cashless Seja Bah!**’ campaign at Gaya Street Night Market, Kota Kinabalu, Sabah on January 19, 2024. This initiative aims to bring pragmatic digital payments and solutions to merchants and users in Sabah.

During the campaign, Touch 'n Go eWallet users who scan a DuitNow QR code and make a minimum payment of RM10 at selected stores in Sabah will receive RM5 cashback. What’s even more rewarding is that users will earn points for every RM1 spent using the Touch 'n Go eWallet. These points can be redeemed for cashback vouchers, physical products, and entries into lucky draws for each transaction made on the platform via GOrewards.

Mohd Herman Sarbini, Chief Operating Officer of TNG Digital Sdn Bhd said “We observe significant progress in the adoption of cashless transactions in Peninsular Malaysia, particularly in urban communities with a higher concentration of digitally savvy users. To contribute to Malaysia's complete transition into a cashless society, we as the country's most preferred eWallet, are championing and supporting our friends in East Malaysia to embrace cashless transactions.”

With a constantly growing network of 2 million merchant touchpoints and comprehensive financial products, we aim to leverage our technology to further enhance the security of digital payments and accessible to the public with Touch 'n Go eWallet. As the leader in this space, TNG Digital through Touch 'n Go eWallet aims to drive digital and financial inclusion through public education and adoption programmes.

In support of the government's ongoing initiatives to promote cashless payments, the '**Cashless Seja Bah**' campaign is a joint effort designed to educate and enhance the community's understanding of cashless transactions as a preferred mode of payment, ultimately fostering increased adoption and widespread acceptance of a cashless lifestyle.

Gary Yeoh, Chief Commercial Officer of PayNet said: “Peninsular Malaysian tourists contribute significantly to inbound tourism in Sabah, with a spending of RM1.7 billion out of RM2.7 billion (63.7%) in 2022. Public markets, popular for their local food, seafood, handicrafts, and more, are key tourist destinations. Through these campaigns, we aim to empower Sabah's vibrant communities and micro-entrepreneurs by offering the convenience of cashless transactions. This not only enhances the visitor experience but also helps local businesses grow and thrive in the digital economy. We are committed to extend our cashless initiatives to more public markets.”

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Leveraging PayNet's expertise in retail payments infrastructure, and an extensive network of 1.9 million DuitNow QR touchpoints across Malaysia, TNG Digital's widely preferred eWallet — Touch 'n Go eWallet, this campaign facilitates the nation's journey towards a digital economy. It provides an opportunity and platform for East Malaysia communities to embrace cashless transactions, starting with Sabah.

The three-month-long cashback campaign is scheduled to run from December 15, 2023, to March 13, 2024. Additionally, mini roadshows will be conducted at the following locations on specific dates:

- Chester Night Market, Tawau – 3 February 2024
- Kim Fung Night Market, Sandakan – 24 February 2024
- Keningau Night Market, Keningau – 9 March 2024

For more information about the '**Cashless Seja Bah!**' campaign in Sabah, visit <https://www.touchngo.com.my/promotion/sabah-cashless-campaign/>

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About TNG Digital Sdn Bhd

Established in 2017, TNG Digital is the operator of Touch 'n Go eWallet, Malaysia's largest and leading Fintech company, with more than 25 million registered users and over 2 million merchant touch points. Our full suite of financial services includes investments, lending and credit, remittances, insurances; support payments for over 1 million merchants in Malaysia, offer cross-border QR payments in popular destinations like mainland China, Japan, Singapore, South Korea, Thailand, and Indonesia, and facilitate international payments through our partnership with Visa. Our financial products drive financial inclusion through empowering users and merchants across physical and online payments infrastructure. For more information, please visit www.touchngo.com.my.

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 to promoting a secure, efficient, and innovative payments ecosystem in Malaysia, and works 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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