

## Press Release

### Maybank Investment Bank promotes purposeful investing with *myimpact Invest* campaign



From left: Tengku Ariff Azhar Tengku Mohamed, Officer-in-Charge and Chief Operating Officer, Maybank Investment Bank; Dato' John Chong, Group Chief Executive Officer, Global Banking, Maybank; and Badrul Hisyam Abu Bakar, Regional Head, Investment Management, Maybank Investment Banking Group, at the official launch of *myimpact Invest*

**Kuala Lumpur, 15 July 2024** – Maybank Investment Bank (Maybank IB) today launched the *myimpact Invest* campaign for retail clients, giving them the opportunity to win attractive prizes by trading stocks listed on Bursa Malaysia. Furthermore, the campaign incentivises trading in ESG (Environmental, Social and Governance) and Shariah-compliant stocks by granting double the number of campaign entries for trades in these stocks.

Clients stand to win flight tickets and accommodation in London, Tokyo and the Maldives, smartphones and online shopping vouchers throughout the six-month-long campaign. In line with Maybank IB's commitment to sustainability, the flights include carbon offset and accommodation will be at green-certified hotels.

To boost retail participation in the local stock market, every 50 trades will earn 20 bonus entries while new clients who open an online account and trade at least once will get extra 10 entries.

Tengku Ariff Azhar Tengku Mohamed, Officer-in-Charge and Chief Operating Officer, Maybank Investment Bank, said, "Maybank Investment Bank has always been at the forefront of ESG investing with our award-winning ESG research, which includes thematic reports and ESG tear sheets. With *myimpact Invest*, we are taking one step further to promote purposeful investing by

supporting the local stock market, in particular the constituents of the FTSE4GOOD Bursa Malaysia Index as well as Shariah-compliant securities as determined by Securities Commission Malaysia.”

myimpact is Maybank’s flagship initiative to realise positive economic value through fair, transparent, inclusive and sustainable practices. By aligning products, services and customer experiences with myimpact principles, Maybank aims to set itself apart from competitors and redefine financial services to fully converge with its values-based and sustainability principles.

Tengku Ariff added, “As a full-fledged broker with full-value offerings, we will continue to give clients fresh trading ideas delivered through a seamless experience on our platforms. Our new Maybank Trade MY mobile application that was launched in April this year was developed through client engagement and iterative improvement. By making investing simple, secure and smart, we democratise the ability for people to grow their wealth. With just RM10, they can open a trading account, and utilise the resources on our app to make informed investment decisions.”

The *myimpact Invest* campaign runs from 15 July 2024 to 14 January 2025. For more information, please visit [maybank.my/myimpactinvest](https://maybank.my/myimpactinvest).

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#### **About Maybank Investment Bank Berhad**

Maybank Investment Bank Berhad is part of the Maybank Investment Banking Group, the investment banking arm of Maybank. As Malaysia’s leading investment bank, Maybank Investment Bank has been supporting clients for more than 50 years through our twin pillars of Investment Management and Investment Banking & Advisory. Our suite of financial solutions includes debt advisory and arrangement via bonds/sukuk, project financing, leveraged financing and loan syndication, corporate finance, equity capital markets, merger and acquisition advisory, sector advisory, equity derivatives, retail and institutional securities broking and research.

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