

















# Campaign / Notice /Update

<b>Title</b>	CIMB Affinity Credit Card Program – <b><u>Acquisition &amp; Usage Campaign</u></b>						
<b>Effective Date</b>	<b>15 April - 15 July 2017</b>						
<b>Objective</b>	<b>Increase acquisition numbers &amp; credit card usage</b>						
<b>Applicability / Target Segment</b>	<b>Professionals (Doctors, Engineers, Accountants, Planters, Dentist, Administrators &amp; Company Secretaries) member with appointed Associations.</b>						
<b>Campaign Mechanics / Key Message</b>	<ul style="list-style-type: none"> <li> <b>Applicable</b> to new Affinity Card Program applicants, mainly members of the eight (8) Affinity Partners as listed below.           <ul style="list-style-type: none"> <li>❖The Malaysian BAR Council (BAR)</li> <li>❖The Malaysian Dental Association (MDA)</li> <li>❖The Malaysian Institution of Accountants (MIA)</li> <li>❖The Malaysian Medical Association (MMA)</li> <li>❖The Malaysian Association of Institute Chartered Secretary &amp; Administrators (MAICSA)</li> <li>❖The Incorporated Society of Planters (ISP)</li> <li>❖The Malaysian Institution of Chartered Public Accountants (MICPA)</li> <li>❖The Institution of Engineers, Malaysia (IEM)</li> </ul> </li> <li> <b>Campaign Period :</b>            15 April - 15 July 2017         </li> <li> <b>Mechanics :</b>            Spend a minimum of RM500 on retail spend with new approved CIMB Affinity Credit Card and receive these attractive gadget(s) to complement the professional lifestyle.         </li> </ul> <table border="1" data-bbox="287 1097 1339 1715"> <thead> <tr> <th data-bbox="287 1097 791 1161">Card type</th> <th data-bbox="793 1097 1339 1161">Gift</th> </tr> </thead> <tbody> <tr> <td data-bbox="287 1164 791 1392">  <p data-bbox="454 1315 586 1360"><b>MasterCard/ Visa Platinum</b></p> </td> <td data-bbox="793 1164 1339 1392">  <p data-bbox="1076 1222 1229 1267"><b>One (1) PINENG Power Bank</b></p> <p data-bbox="1076 1271 1282 1329"><i>High capacity, extremely thin &amp; lightweight, built-in cable, shake-to-start</i></p> </td> </tr> <tr> <td data-bbox="287 1396 791 1715">  <p data-bbox="348 1590 705 1634"><b>Visa INFINITE/ WORLD MasterCard/Visa SIGNATURE</b></p> </td> <td data-bbox="793 1396 1339 1715">  <p data-bbox="882 1580 1033 1624"><b>One (1) PINENG Power Bank</b></p> <p data-bbox="868 1628 1048 1686"><i>High capacity, extremely thin &amp; lightweight, built-in cable, shake-to-start</i></p> <p data-bbox="1096 1599 1125 1624">+</p> <p data-bbox="1176 1580 1276 1624"><b>Gadget Travel Set</b></p> <p data-bbox="1182 1628 1268 1647"><i>Easy to use</i></p> </td> </tr> </tbody> </table>	Card type	Gift	 <p data-bbox="454 1315 586 1360"><b>MasterCard/ Visa Platinum</b></p>	 <p data-bbox="1076 1222 1229 1267"><b>One (1) PINENG Power Bank</b></p> <p data-bbox="1076 1271 1282 1329"><i>High capacity, extremely thin &amp; lightweight, built-in cable, shake-to-start</i></p>	 <p data-bbox="348 1590 705 1634"><b>Visa INFINITE/ WORLD MasterCard/Visa SIGNATURE</b></p>	 <p data-bbox="882 1580 1033 1624"><b>One (1) PINENG Power Bank</b></p> <p data-bbox="868 1628 1048 1686"><i>High capacity, extremely thin &amp; lightweight, built-in cable, shake-to-start</i></p> <p data-bbox="1096 1599 1125 1624">+</p> <p data-bbox="1176 1580 1276 1624"><b>Gadget Travel Set</b></p> <p data-bbox="1182 1628 1268 1647"><i>Easy to use</i></p>
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<b>Objective</b>	Increase acquisition numbers & credit card usage		
<b>Applicability / Target Segment</b>	Professionals (Doctors, Engineers, Accountants, Planters, Dentist, Administrators & Company Secretaries)		
<b>Campaign Mechanics / Key Message</b>	<p>• <b>Terms &amp; conditions:</b></p> <ol style="list-style-type: none"> <li>The campaign is open to any individual who applies for a principal CIMB Bank Affinity Credit Card (Visa Infinite / World MasterCard / Visa Signature / Platinum MasterCard / Visa Platinum) during the Campaign Period.</li> <li>To participate in this campaign, the Eligible Participant who fulfills the campaign criteria below shall be entitled to receive one (1) "Welcome Gift":-             <ol style="list-style-type: none"> <li>The Eligible Participant must submit the application for the Card within the Campaign Period;</li> <li>The application for the Card must be successfully approved by CIMB on or before 31 July 2017; and</li> <li>The Eligible Participant must spend a cumulative of at least RM500 on retail spending using the Card (of the same card-type) (including retail spending charged to supplementary Card(s)) within sixty (60) days from the Card approval date.</li> </ol> </li> <li>For full Campaign Terms and Conditions, please visit CIMB Affinity Credit Card program at <a href="http://www.cimbcom.my/Affinity">www.cimbcom.my/Affinity</a></li> </ol> <div style="border: 1px solid #ccc; padding: 10px; margin: 10px 0;"> <p style="color: #e91e63; font-weight: bold;">How to apply?</p> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="width: 30%; text-align: center;"> <p style="color: #e91e63; font-weight: bold;">STEP 1</p> <p>Download the application form, or get the hardcopy from your respective association.</p>  </div> <div style="width: 30%; text-align: center;"> <p style="color: #e91e63; font-weight: bold;">STEP 2</p> <p>Fill up the form and prepare the following documents.</p> <ul style="list-style-type: none"> <li>A copy of NRIC (both sides) for Principal card / Supplementary card applicant</li> <li>Latest salary slips / EA Form / Form BE or B &amp; income tax receipt / EPF Statement with minimum 6-months contribution</li> <li>A copy of Membership Letter/Certificate from your Professional Body</li> </ul>  </div> <div style="width: 30%; text-align: center;"> <p style="color: #e91e63; font-weight: bold;">STEP 3</p> <p>Compile and email to ops.cco@cimb.com, or pass it to the nearest CIMB Bank Branches / CIMB Mobile Sales Force (MSF) team.</p>  </div> </div> </div> <p>• <b>Challenge &amp; Rewards</b></p> <ol style="list-style-type: none"> <li>In order to make this campaign a success , we hope that your Management and Staff will collaborate with the Bank by encouraging your new members to sign up for the CIMB Affinity Credit Card Program.</li> <li>As a token of appreciation to your esteem association, we will be giving away ten (10) unit of the PINENG Power Bank as part of our contribution to your staff welfare when you hit our sales target within the campaign period.</li> </ol> <div style="display: flex; align-items: center; margin-top: 10px;">  <div style="text-align: center;"> <p style="color: #e91e63; font-weight: bold;">One (1) PINENG Power Bank</p> <p style="font-size: small; color: #e91e63;">High capacity, extremely thin &amp; lightweight, built-in cable, shake-to-start</p> </div> <div style="border: 1px solid black; padding: 5px; margin-left: 20px; text-align: center;"> <p>Challenge Target: 150 New CIMB Affinity - MICPA card holders</p> </div> </div>		
<b>Contact Point</b>	<b>Name</b>	<b>Email</b>	<b>Tel no:</b>
	Mazuein Husin	<a href="mailto:Mazuein.husin@cimb.com">Mazuein.husin@cimb.com</a>	03-2087 3209
	Janet Wong	<a href="mailto:Janet.wong@cimb.com">Janet.wong@cimb.com</a>	03-2087 3677
<b>From</b>	Mazuein Husin		