

## PRESS RELEASE / Mobile Services

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### **Berjaya Group chooses Wirecard as their preferred technological partner**

- **Next generation BCARD loyalty programme**
- **Collect and redeem points via mobile app**

Aschheim (Munich)/Kuala Lumpur. Wirecard Payment Solutions Malaysia Sdn Bhd, a Wirecard Group Company, has partnered with Berjaya Group's wholly-owned subsidiary BLoyalty Sdn Bhd ("BLoyalty"). With this partnership, Wirecard will now begin developing the next generation loyalty programme based on a mobile app. Berjaya is one of Malaysia's largest conglomerates with a wide range of interests across various business sectors. BLoyalty owns and operates one of the biggest local customer loyalty programmes, known as BCARD, with more than five million card holders. BCARD is accepted at more than 3,000 merchant locations in Malaysia including Starbucks, Caltex, Chatime and 80 other brands.

Users of the new BCARD app will soon have an additional option to collect loyalty points via their smartphone apart from their current membership card. These can then be redeemed against products or to claim rebates on their purchases at merchants or stores participating in the BLoyalty programme. With the new BCARD app offered by Wirecard, users will get a detailed real-time overview of their points, balance and purchases. The app will work on both iOS and Android mobile devices. In addition, Wirecard will provide the solution for the whole registration process.

Ms Ooi Hooi Cheng, General Manager at BLoyalty: "Together with Wirecard we will take the BCARD loyalty programme to the next level and improve the convenience and usability factor for millions of our users. We are pleased to enter into this partnership, which will no doubt provide a substantial boost to the BCARD loyalty programme." Ms Ooi further added that: "Wirecard's regional competence centre in Malaysia means that we stand to benefit from their deep understanding of both the unique needs of the Asian market and the loyalty scheme landscape of the region. Furthermore, the company already has a strong track record in implementing payment and loyalty solutions for various mobile applications. Wirecard is our preferred partner for the BCARD project."

Chan Chun Fee, General Manager and Country Head of Wirecard Malaysia: "We are delighted and proud that the well-known Berjaya Group has chosen us as principal supplier for this major strategic project. The group will benefit from our technological expertise and Wirecard's full portfolio of value added services. The Wirecard Group is able to fully exploit its technological potential. For example, mobile payments will be offered in connection with the BCARD application in the future."



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## **About Wirecard:**

Wirecard AG is a global technology group that supports companies in accepting electronic payments from all sales channels. As a leading independent supplier, the Wirecard Group offers outsourcing and white label solutions for electronic payments. A global platform bundles international payment acceptances and methods with supplementary fraud prevention solutions. With regard to issuing own payment instruments in the form of cards or mobile payment solutions, the Wirecard Group provides companies with an end-to-end infrastructure, including the requisite licences for card and account products. Wirecard AG is listed on the Frankfurt Securities Exchange (TecDAX, ISIN DE0007472060, WDI). For further information about Wirecard, please visit [www.wirecard.com](http://www.wirecard.com) or follow us on twitter [@wirecard](https://twitter.com/wirecard).

## **About Berjaya Group:**

Berjaya Group is one of Malaysia's largest conglomerates with diversified interest across various business sectors. It has a total employee strength of 18,000, the Group is a diversified entity engaged in the following core businesses: Consumer Marketing, Direct Selling & Retail, Financial Services, Hotels, Resorts, Vacation Timeshare & Recreation Development, Property Investment and Development, Games & Lottery Management, Environmental Services and Clean Technology Investment, Motor Trading and Distribution, Food & Beverage and Investment Holding and others. For more information, visit [www.berjaya.com](http://www.berjaya.com)

## **About BLoyalty:**

BLoyalty Sdn Bhd, a wholly-owned subsidiary of Berjaya Corporation Berhad, owns and manages a customer loyalty program known as BCARD. Aimed at promoting customer loyalty, BCARD is Malaysia's premier lifestyle and brand-focused reward program, partnering with merchants from various industries and businesses to offer their members an unparalleled value for their lifestyle choices. BCARD is currently available at over 3,000 stores nationwide. For more information, visit [www.bcard.com.my](http://www.bcard.com.my)

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