



Partner in green economy journey

MAYBANK'S OVERARCHING M25+ strategic thrusts to become the sustainability leader in South East Asia, coupled with an understanding of its customers' financing needs as they embark on their green transition journeys, have contributed to the rollout of several holistic green financing solutions for both individuals and businesses.

As at June 2023, the Group Community Financial Services division mobilised RM6.1 billion in sustainable financing across various segments, including small and medium enterprise (SME), mortgage and automotive.

"We take immense pride in closing on our targeted commitment of mobilising RM80 billion in sustainable financing by 2025, a crucial part of our sustainability mission," says Dato' John Chong, Group CEO, Community Financial Services.

The group is constantly seeking opportunities to enhance and craft innovative products that cater to the evolving needs of its customers.

The Maybank myimpact credit card – which has a built-in carbon calculator – is one such product. Said to be the first of its kind in Malaysia, myimpact enables cardmembers to track their carbon footprint based on their spending using the card.

"Cardmembers can take action to offset their carbon footprint by contributing to reforestation initiatives in Malaysia, Indonesia and Cambodia," says Dato' John.

In its quest to advance customers' green mobility aspirations, the group has partnered with electric vehicle (EV) manufacturer Tesla to offer buyers preferential and competitive financing rates, with up to 90% financing through the bank's EV financing.

"For our business customers, we also play a crucial role in supporting SMEs in their green transition journey to have the competitive edge in a rapidly changing business landscape," he adds.

The Low Carbon Transition Facility

(LCTF-i) offers financing options for businesses aspiring to venture into green initiatives such as solar installation, energy efficiency, green building, climate change adaptation, pollution and water or wastewater management. SMEs can use the LCTF-i facility for consultation fees and licensing fees from regulatory authorities.

In addition, Maybank's High Tech and Green Facility-i is specifically tailored to support SMEs in the key sectors of digital tech, green tech and biotech, providing them access to financing for a diverse range of green initiatives including agriculture technology ventures such as vertical farming and precision automation or repurposing of underutilised assets.

As it engages with SMEs and business customers, Dato' John says there are misconceptions about green financing. He concedes SMEs may find it daunting to navigate through information and resources on green financing. To address these challenges, Maybank officers are on hand to assist customers in their green financing application process.

Beyond green financing, the group remains committed to addressing customer pain points, such as SMEs' need for easy and quick access to cash. To meet their cash flow needs, the group introduced SME Digital Financing, which has a quantum limit of RM500,000.

The entirely digital solution – with a 10-minute approval

– reduces paperwork and resource consumption. To date, more than 26,000 SMEs have benefited from this facility, totalling RM9 billion worth of financing.

Inclusivity is another important pillar for the group. The group's ESG priorities also mean ensuring the bankability of its customers, including the security of customers' financial well-being through financial literacy programmes for the different customer segments.

"Financial inclusivity is crucial because it ensures equal access to financial services for all," says Dato' John, adding that the group's commitment to sustainable financing extends to empowering women entrepreneurs. Its SME Women Entrepreneur

Financing provides collateral-free financing, which enables female entrepreneurs to scale up their businesses and promotes economic independence.

Maybank's "Sama-Sama Lokal" programme delivers inclusive initiatives for micro and small enterprises by providing a low-entry-level digital platform. With no registration, set-up or transaction or commission fees, merchants can have an online presence in an existing ready market for their products through Maybank's large customer base. To date, he says, the Sama-Sama Lokal programme has processed 850,000 orders for some 40,000 businesses.

In equipping a brighter financial future for the next generation, Maybank conducts FUNancial Day events for youths, to inculcate greater financial knowledge through engaging and digestible education on savings and investments.

"We mobilised RM6.1b of sustainable financing for Group CFS as at 1H23 across various segments of SME, Mortgage & Auto."

Dato' John

