

AFFIN UNVEILS AFFINGEM FINANCING SCHEME TO EMPOWER WOMEN ENTREPRENEURS

KUALA LUMPUR – AFFIN Group (“AFFIN” or “the Group”) today announced the launch of its **AFFINGEM Financing Scheme**, a dedicated initiative for women entrepreneurs and women-owned and controlled businesses.

The AFFINGEM Financing Scheme was officially launched by Y.B Datuk Hajah Sharifah Hasidah Binti Sayeed Aman Ghazali, Deputy Minister in the Premier’s Department (Law, Malaysia Agreement 1963 and State-Federal Relations, Sarawak and witnessed by Y.Bhg. Datuk Wan Razly Abdullah, President and Group Chief Executive Officer and Mr. Chan Kien Giap, Acting Executive Director, Group Enterprise Banking of Affin Bank Berhad, during the AFFIN BizChat event held at Menara AFFIN @ TRX, Malaysia’s International Financial Centre.

AFFINGEM aims to elevate women entrepreneurs by helping them **GROW, EMPOWER**, and **MANAGE** their businesses as they scale up. AFFIN BANK is committed to supporting underserved segments, particularly women entrepreneurs, as part of its ESG initiatives, contributing to national economic growth and fostering positive social impact within communities.

Key Features of the AFFINGEM Financing Scheme:

- **Designed for working capital and capital expenditure purposes;**
- **Collateral-free financing up to RM1,000,000;**
- **Affordable financing with profit rates as low as BLR/BFR + 0.50%;**
- **Coverage of ancillary costs such as guarantee fees, legal fees, and stamp duty;**



- **Additional financing up to 5% of the approved financing limit for insurance/takaful;**
- **Available for businesses as young as six months.**

President & Group Chief Executive Officer of Affin Bank Berhad, Datuk Wan Razly Abdullah said, “We are excited to announce the launch of the AFFINGEM financing scheme, a comprehensive suite of financial solutions designed to address both financial and non-financial needs in an ever-evolving market. AFFIN has always been a steadfast supporter of the SME community. Through this initiative, we aim to empower women to achieve their business goals and drive economic growth by providing essential tools and resources. This aligns with our vision of becoming the **"Most Creative and Innovative Financial Company in Malaysia"**”.

During the launch of AFFINGEM, the Bank also hosted AFFIN BizChat, a flagship interactive business talk supporting entrepreneurship, delving into market trends, offers valuable business tips, and connects participants with industry experts. The inaugural theme, **“Empowering Women in Business,”** focused on igniting women’s entrepreneurial spirit and supporting women-led ventures. Participants also engaged in a business forum aimed at enhancing financial literacy and business acumen among women entrepreneurs.

At the event, AFFIN BANK also hosted an appreciation ceremony to honour its partnerships with Sidec. Under its 5-year collaboration, AFFIN and Sidec have work together to promote the digitalisation of businesses and SMEs in Selangor through various programs targeting SMEs and start-ups. Mr. Yong Kai Ping, Chief Executive Officer of Sidec, received the token of appreciation.



Rakaniaga Bazaar was also held in conjunction with the event with the Bank collaborating with TikTok Shop to host the first online bazaar/livestream sale for Rakaniaga. This platform allowed our Rakaniaga entrepreneurs to showcase and sell their products, leveraging TikTok's extensive user base for branding and sales opportunities.

The online bazaar also promotes AFFINMAX, the Bank's Corporate Internet Banking Platform, enabling secure cash management and payments, and encouraging cashless transactions among participants.

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About AFFIN Group

Affin Bank Berhad operates as the financial holding entity of Affin Islamic Bank Berhad, Affin Hwang Investment Bank Berhad, Affin Moneybrokers Sdn Bhd. Generali Insurance Malaysia Berhad and Generali Life Insurance Malaysia Berhad are affiliated companies of Affin Bank Berhad.

AFFIN Group provides an array of financial products and services catering to individual, enterprise, commercial and corporate clients. The focus market segments are categorised under essential business units such as Community Banking, Enterprise Banking, Corporate Banking, Treasury, and Investment Banking. For more information, please visit www.affingroup.com.

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