



To : Distribution List

From : Strategic Partnership Management, Merchant Partner Solutions

Date : 2 March 2017

Programme Brief – **Pay with Points, with CIMB**

Description	You can now pay for your purchases with your Bonus Points – in full or partial at the participating outlets below:			
	Dining	Grocery	Retail	Lifestyle
	Bijan	Cold Storage	A Gift with Care	A Cut Above
	Bulgogi Brothers	Giant	Ban Hin Bee	Fotokem
	Dome	Jasons Food Hall	Best Points	Holiday Tours
	Earle Swensen's	Jaya Grocer	Boulevard IT	MACY
	Haagen Dazs	Mercato	Camel Active	Nu Skin
	Hui Lau Shan	Servay	Crabtree & Evelyn	Ogawa
	Italiannies	Sunshine	Eraman	Osim
	La Risata	TMC	ESH	Royal Selangor
	Laundry		Everrise	Selberan
	Magnum		F.O.S	
	Malones		Focus Point	
	Mango Cottage		Harvey Norman	
	Manhattan Fish Market		IKEA Malaysia	
	NY Steak Shack		Jefferson	
	Nyonya Breeze		Kemudi Timur	
	Oh Sushi		Leather Avenue	
	San Francisco Coffee		Lion Mas	
	Season's Café		Moris	
	TGI Fridays		MPH	
	The Apartment		OneLiving	
	Tony Roma's		Petsmore	
			PONEY	
			Season's Bakery	
			Senheng	
			SenQ	
			Sephora	
			Shoepoint	
			Siang Electrical	
		Sony Store		
		Takasima		
		Tan Boon Ming		
		The Dentist		
		The Melium Group		
		Wah Lee Group		

	<p>Notes:</p> <p>Revision of Bonus Points Redemption Conversion Rate Effective 1 April 2017, bonus points redemption conversion rate will be revised from 250BP:RM1 to 400BP:RM1. The new conversion rate is applicable for all transactions made at participating Pay with Points outlets.</p> <ul style="list-style-type: none"> - For Frequently Asked Questions (FAQs), please see attachment. - For full participating Pay with Point merchants, please refer to www.cimbbank.com.my > Products > Value Added Services > Pay with Points.
Effective date	1 April 2017
Target Customers	All CIMB Bank Bonus Points credit cards
Communication Method	<ul style="list-style-type: none"> • CIMB Bank website update • eDM

Please do not hesitate to contact Kam Pei Pei at 03-2087 3814 or May Tan at 03-2302 5911 should you have any queries.

Thank you.