

9TH BIBD HOME SHOWCASE KICKS OFF WITH FRESH TASTE

For Immediate Release

Sept 11, 2016 - The ninth edition of BIBD Home Showcase is back this year with fresh new contents of home solutions giving you the opportunity to visualize and attain your dream home.

The showcase kicked off yesterday at BIBD Kiulap Branch, with a “Farmers’ Market” theme, which was participated by local, young, well-known, rising entrepreneurs and SMEs, as well as reputable and prominent partners in the property, realtor and housing development industry.

The guest of honor at the event was Deputy Managing Director of BIBD, Yang Mulia Dayang Hajah Noraini binti Haji Sulaiman. Also in attendance were BIBD senior management and personnel.

The event started with a recital of the Surah Al-Fatihah along with prayers to bless the event, which was followed by the official launching of the 9th BIBD Home Showcase Festival by Yang Mulia Dayang Hajah Noraini; marking the start of a series of events over a period of one month, displaying creative themes and concepts for each event.

During the launch, Yang Mulia Dayang Hajah Noraini expressed her excitement in launching the unique Home Showcase Festival, stating that BIBD would like its customers and the public to appreciate and understand what is priority for them and their families, be it a home that is safe and comfortable; an education to upgrade themselves or for their children; an investment that is sustainable and can provide a peace of mind in the future, and more.

Hajah Noraini commented, “We are pleased to see the participation of our local, young, rising entrepreneurs and SMEs. It shows that our youth are very enterprising and visionary, who are not ideal, sit and wait for a fixed income job opportunity”. “This attitude is highly commendable, and is in line with His Majesty’s The Sultan Titah during the 31st National Day celebration, encouraging youth to start their own

businesses, which led to an improvement in the Business Licensing process, that can be fully utilized by the country's young generation", she added.

For this showcase, BIBD partnered with My Space Gallery Sdn Bhd (a home, office and building Solutions provider and Design and Product Consultancy), who is offering a range of products such as sanitary wares and bathroom products, kitchen appliances and accessories, modular kitchen, wardrobes, ironmongery furniture, decorative and general lightings, wall, floor and feature tiles, as well as architectural products. Meanwhile the theme and concept for the Home Showcase is developed by The Collective Arts Events, who is also running the events, to create a difference, a transformative view of BIBD as a "bank for everyone" and engaging with the public through "fun" activities.

During the showcase customers and the public, was able to discuss with our personal banker to compute their financial risk appetite through a Financial Health Check exercise; that would help them to select and decide on a home plan which is within their means. Well-know property agencies such as Primeland, Bess Perfect, JFA, BN Harta Jati and Wintersky, will provide a selection of properties that would appeal to different customer segments.

We hope through the event, we are able to inspire our customers and the public in planning ahead and setting priorities on what's important in life; BIBD as their Bank of Choice and a partner whom they can refer to for advices in helping make important decisions such as setting up a business, fund for their children's education, growing their wealth through property investments".

In addition, in line with His Majesty's The Sultan and Yang Di-Pertuan Negara Brunei Darussalam's Wawasan 2035, to diversify the economy and support the country's, we aspire to provide our support to the local SMEs, to strengthen and grow their businesses, and moving alongside them to ensure that they achieve their desired goals.

In conjunction with the BIBD Home Showcase Festival, we have come up with campaigns such as an Instagram competition which is aimed to create an inspiration amongst our customers to start dreaming about their ideal home. This competition will run from 9th September 2016 until 3rd October 2016, and

participants are asked to take a photo that to portray what a home means to them and hashtag #BIBDwhathomemeans on their Instagram account. The winners of the competition will have the chance to attend the showcase’s “Signature pop-up dinner” on September 21st, in addition to shopping voucher worth \$50.

We also came up with a Drawing competition for children aged 4-15 years, that is intended to give the opportunity for the younger members of the public to share their thoughts and visions of what home ownership means to them. Through this activity, we hoped to create an awareness on the importance of home ownership at an early age, apart from providing them with an understanding of financial planning.

The participants can submit their arts to the Collective Arts by October 14th; and top 3 winners will get prizes worth \$200, \$100 and \$50 in the form of cash deposit account.

Throughout the Home Showcase, our customers will be able to enjoy Special Promotional rates on Home Improvement Financing, Education Financing, Personal Financing, Consolidation Financing and Special waivers on processing fees, as well as special packages from My Space Gallery Sdn Bhd. These promotions will be made available at our participating branches at Tanjung Bunut, Manggis, Rimba, Kiulap, Kuala Belait and the Main Branch.

The details of the Home Showcase Festival are available on BIBD website at www.bibd.com.bn, your nearest BIBD branch or get in touch with the BIBD Contact Centre at 2238181.

For further information, please contact:

DK RODZI PG HJ ABD RAHMAN

Corporate Communications

BIBD

Tel : +673 2269811
Fax : +673 2240683
e-mail : rodzi.rahman@bibd.com.bn

SHAIRAZI ZAINUDDIN

Corporate Communications

BIBD

Tel : +673 2269817
Fax : +673 2240683
e-mail : shairazi.zainuddin@bibd.com.bn

About BIBD

BIBD is the largest financial institution in Brunei Darussalam, leading the market in terms of assets, financings, and deposits.

BIBD is headquartered in Bandar Seri Begawan with fifteen branches and the largest network of ATMs located strategically in all four districts of Brunei Darussalam.

BIBD was ranked 42nd in terms of Soundness (Capital Asset Ratio) in the top 1,000 World Banks by “The Banker” in 2014. BIBD is one of the safest banks in the world and is given an impressive credit rating of A- by Standard & Poor’s in 2015, the highest in Brunei and among the highest in the region. BIBD has been named the “Best Retail Bank in Brunei”, by The Asian Banker in 2013, 2014, 2015 and 2016.

For more information on any of BIBD’s other products and services, please log on to the BIBD website at www.bibd.com.bn, visit your nearest BIBD branch or get in touch with the BIBD Contact Centre at 2238181.