

9th BIBD HOME SHOWCASE FESTIVAL

For Immediate Release

Sept 9, 2016

BIBD today held a media press conference at its Headquarters in Bandar, aim in sharing information of its upcoming 09th BIBD Home Showcase. The press conference was led by Hjh Nurul Akmar binti Hj Md Jaafar, Deputy Head of Retail Banking Group, alongside its showcase's partner My Space Gallery (MSG), and event manager, The Collective Art Event (CAE).

The annual BIBD Home Showcase Festival returns for its ninth edition this year with fresh new contents of home solutions and different concept, as it will be held as a series of events over a period of one month, each having a specific theme.

The entire vibe of this event is based around a home ownership concept, showcasing home related products and latest property listings, and will also include participation of local, young, well-known and rising entrepreneurs and SMEs who will be offering various products and produce. The whole set-up particularly on the opening event, 11th September and the closing event, 16th October 2016 will replicate an up-scale market with a local twist, and will be an event where family members come together to enjoy their weekend and spend quality time, while on the look for their home solution.

The main objective of the Showcase is to create awareness and instill an appreciation on the importance of financial planning and management, to guide them in making the appropriate and timely decision in home ownership, to live in, or as an investment.

With the support of the Collective Arts Events, the 09th showcase is designed to create a difference, a transformative view of BIBD as a “bank for everyone”, engaging with the public through “fun” activities and strengthening relationship with our stakeholders and the public. In addition, we would like to create memorable and quality moments, and impart the value of Bruneian at Heart to all segments of the community, and in ourselves.

The Festivals, held at BIBD branches, serve to bring customers and the public, to experience the home showcase, whilst at the same time, to provide them an understanding about BIBD products and services. They will also be able to access the various promotions available offered throughout the home showcase period.

Hjh Nurul Akmar commented, “As a Bruneian at Heart financial institution, we hope to inspire our customers and the community in thinking ahead and prioritize what’s important in life”. She added, “We want to see BIBD as their Bank of Choice, where they can seek further advices for their future endeavours such as setting up a business, fund for their children’s education, growing their wealth through property investments”.

Visitors to the Home Showcase will be able to have a session with our personal bankers to discuss and work out their financial risk appetite; recommending financial plan and help them search for a home or a property they desire, within their means.

Understanding the different expectation of its clients, BIBD is partnering with My Space Gallery Sdn Bhd - a company that caters for home, office and building Solutions, as well as a Design and Product Consultancy. They offer a wide range of brands and collections with up-scale tastes and brands from renowned manufacturers around the globe 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.

The Home Showcase will also be participated by well-known and reputable partners in the property, realtor and housing development industry, who will showcase properties at various strategic location, with modern concept and designs. With the combination of modern home design and internal appliances, these may appeal to the young, high flyer, sophisticated individuals, who are looking for a home that is modern and comfortable, that fits their personality.

Meanwhile, to help us in creating the unique experience which is welcoming, warm, interesting and fun; BIBD is supported by The Collective Arts Event, a local company that specializes in promoting collaboration among local creatives, and a platform that will garner exposure and developing the next generation of local Bruneian talents and young entrepreneurs, to be competitive locally and at the international level, In Shaa Allah. And this will further be enliven by the presence of more than forty vendors participating in the festival, that will surely bring joy to the customers during the event, such as Enya Bijoux, Kapow Burger, Happy Cream, One Smart Cookies, The Home Baker, Brew Department and many others.

Our initiative, is also in line with BIBD's own strategy, aligning our efforts towards supporting His Majesty's The Sultan dan Yang Di-Pertuan Negara Brunei Darussalam's aspiration in the Wawasan 2035:

- 1) Through His Majesty's government, namely the Ministry of Development's initiative, in meeting the housing needs (providing facility and managing welfare) of the people of Brunei through various Housing Schemes.
- 2) To diversify the economy - to develop, support and grow our SMEs because they are the backbone of the country's economy. Importantly to be socially independent and be able to grow their passion (business) beyond Brunei. In Shaa Allah.

In conjunction with the Home Showcase Festival, BIBD will come up with a couple of campaigns such as an Instagram competition, which will run from

9th September 2016 until 3rd October 2016. This is open to the public and participants will be asked to take a photo to portray what a home means to them and hashtag #BIBDwhathomemeans on their Instagram account, in hopes to create an inspiration amongst our customers to start dreaming about their ideal home. The top 15 customers who take the best photo to portray What Home Means, will win themselves \$50 Supa Save vouchers and a seat at the “Sunset Social Mixer” event on the 9th October 2016.

Meanwhile, a Drawing Competition that runs from 9th September until 14th October 2016, is open to participants aged between 4 - 15 years old. Winners will receive prizes in the form of cash **deposited into their account of** \$200, \$100, and \$50, respectively for first, second and third place. The drawing competition 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. This is 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 details of the Home Showcase Festival are available on BIBD’s website www.bibd.com.bn and social media, visit our nearest branch or you may call our 24/7 contact center at 2238181.

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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.

