

## **BAIDURI BANK PARTICIPATING AT BDCB FINANCIAL FUN FAIR**

**Bandar Seri Begawan, 30 August 2024** – Baiduri Bank is pleased to announce its participation as a key event partner in the BDCB Financial Fun Fair 2024, scheduled to take place on 31 August from 4:00PM to 10:00 PM and 1 September from 2:00PM to 8:00 PM at the Jerudong Park Colonnade.

Visitors of the Financial Fun Fair can look forward to an engaging and interactive experience at Baiduri Bank's booths, C1 and C2. As part of its 30th Anniversary celebrations, the "From Dreams to Reality, With You Through Every Chapter" campaign underscores the Bank's commitment to providing exceptional financial solutions to its clients. Visitors can apply for any eligible Baiduri Credit Card, transfer their credit card balance to Baiduri Bank, and enjoy benefits such as an annual fee waiver and a sign-up bonus.

Visitors can also receive a financial health check on the spot by consulting with our financial planners and discovering their financial personality through our quiz, financial planning calculator and risk profiling. Those who have not yet signed up for Baiduri b-Digital Personal can explore the convenience of our digital banking app at the Financial Fun Fair. Additionally, visitors will gain insights into the importance of Cybersecurity awareness in today's digital landscape and learn how to stay safe from scams.

Visitors will have the chance to participate in exciting activities and stand a chance to win exclusive Baiduri Bank merchandise, making the experience both informative and rewarding.

The BDCB Financial Fun Fair, themed "Digital Financial Literacy," aims to promote a culture of saving, enhance financial literacy, and raise awareness of the financial products and services available in Brunei Darussalam. The event will feature interactive activities, including financial management games and performances, designed to educate and entertain participants of all ages.

Commenting on Baiduri Bank's participation, Manuel Bulens, Deputy CEO of Consumer Banking at Baiduri Bank, stated, "We are happy to participate in the BDCB Financial Fun Fair, which reflects our ongoing commitment to supporting financial literacy and engaging with the community. This event provides a valuable platform for us to demonstrate how Baiduri Bank continues to innovate and deliver exceptional services that meet the evolving needs of our customers."

Baiduri Bank invites all visitors to visit its booths at the BDCB Financial Fun Fair to learn more about its services, engage with the team, and participate in the various activities available exclusively during the event.

For more information on Baiduri Bank Group, visit [www.baiduri.com](http://www.baiduri.com), follow its social media accounts, or call its 24-hour Customer Helpline at 244 9666.