

BAIDURI BANK LAUNCHES REFRESHED BAIDURI SMART PROGRAMME AT CONSUMER FAIR 33

Bandar Seri Begawan, 26 June 2026 – Baiduri Bank today announced the official launch of the refreshed Baiduri Smart programme at the Consumer Fair & Trade Expo 33, held at the Main Stage, International Convention Centre (ICC). The unveiling marks a key milestone in the Bank's continued efforts to evolve its offerings in line with the changing needs and aspirations of customers.

Previously known as the Baiduri Smart Executive programme, the refreshed Baiduri Smart has been redesigned to provide a more holistic and relevant proposition for today's professionals and emerging affluent segment, supporting them at different stages of their financial journey.

The event was officiated by Lim Kian Chiong, Head of Retail Banking at Baiduri Bank. It also forms part of the Bank's broader presence at the Consumer Fair & Trade Expo 33, where visitors can explore its range of products, services, and interactive financial experiences.

A programme aligned with evolving lifestyles

Speaking at the launch, Lim Kian Chiong said, "The refreshed Baiduri Smart programme has been thoughtfully designed to reflect the evolving needs and aspirations of our customers. Beyond banking, it is about empowering individuals to achieve their personal and financial milestones with greater confidence."

He added: "Baiduri Smart brings together a curated suite of benefits, including preferential rates and fees, exclusive lifestyle privileges and access to tailored financial solutions. It is our way of supporting customers in building long-term financial wellbeing while enjoying meaningful everyday rewards."

Empowering customers through value and opportunity

Baiduri Smart is tailored for professionals and aspiring achievers and offers a range of benefits designed to enhance both financial and lifestyle experiences.

These include:

- Preferential rates and fees on investment and financing products
- Smart savings and financing options designed to support individual needs
- Access to exclusive offers, events and lifestyle privileges
- A more holistic banking experience, centred on your financial well-being through our Financial Wellness Centre and personalised guidance from dedicated financial planners.

Through these offerings, Baiduri Smart aims to provide customers with practical tools and meaningful incentives to manage their finances more effectively, while rewarding them for their progress and achievements.

Supporting financial wellness journeys

The launch of the refreshed Baiduri Smart programme highlights Baiduri Bank's commitment to supporting customers at every stage of their financial journey. By integrating everyday banking with lifestyle benefits and long-term financial planning, the Bank continues to position itself as a trusted partner in helping customers achieve financial confidence.

Visitors to Consumer Fair 33 can look forward to a range of interactive experiences designed to make financial planning more accessible and engaging, such as the Financial Health Check Tool and Loan Calculator, alongside guided activities, games, spin-the-wheel challenges, giveaways, and of course learn more about Baiduri Smart and engage with Baiduri Bank representatives on-site to explore how the programme can support their individual goals.

As part of its participation, there will also be a range of exclusive promotions including a cash rebate campaign of up to 10% for eligible Baiduri cardholders spending at participating Baiduri Bank merchants at the Consumer Fair and Trade Expo, giving visitors additional value while they shop and explore the event.