

Exceptional professionalism and customer focus wins MoneyMax “Best Corporate Social Responsibility Award” in Malaysia



- The inaugural MADANI Credit Awards Ceremony was initiated by the Ministry of Housing and Local Government Malaysia and officiated by YB Tuan Nga Kor Ming, the Minister of Housing and Local Government of Malaysia
- As a modernised pawnbroker, the Group has consistently prioritised innovation and maintained a steadfast commitment to enhancing customer experiences
- The Group will strive to support its customers while actively contributing to the well-being of the local communities that it operates in

Singapore, 18 November 2024 – MoneyMax Financial Services Ltd. (“**MoneyMax**” or the “**Company**” and, together with its subsidiaries, the “**Group**”), a leading provider of financial services in the region, wishes to announce that its wholly-owned subsidiary in Malaysia, Pajak Gadai MoneyMax (Sungai Way) Sdn. Bhd., has clinched the “Best Corporate Social Responsibility Award” (“**Award**”) at the MADANI Credit Awards Ceremony 2024. The winning of this Award highlights the Group’s remarkable efforts in its corporate social responsibility (“**CSR**”) programs in Malaysia.

The inaugural MADANI Credit Awards Ceremony was held at the Berjaya Times Square Hotel in Kuala Lumpur, Malaysia on 15 November 2024 and officiated by YB Tuan Nga Kor Ming, the Minister of Housing and Local Government of Malaysia, with support from strategic partners including the Moneylenders Association, the Pawnbrokers Association, and industry players in Malaysia. This award ceremony, initiated by the Ministry of Housing and Local Government (Kementerian Perumahan dan Kerajaan Tempatan, KPKT Malaysia) (“**KPKT**”), will be held biennially moving forward.

This award ceremony aims to recognise the initiatives, continuous efforts, business governance, and excellent services provided by licenced moneylenders and pawnbroker companies in Malaysia as well as their commitment in implementing innovations and CSR, and fostering a spirit of competitiveness in providing benefits to the local community.

The Largest Drive-Thru pawnbroking network in Malaysia

The Group's key focus has always been on elevating consumer experience through high service standards and innovative business models. The drive-thru pawnshop concept of the Group provides a set of unique offerings to the Group's customers by allowing them to carry out their transactions in an environment that is private, secure and highly convenient. The popularity of this business model has seen the Group scale its pawnbroking business to become the largest drive-thru pawnbroking operator in Malaysia. Going ahead, the Group will continue to expand its pawnbroking network strategically in Malaysia to serve the needs of its customers.



Corporate Social Responsibility

The Group understands that it can play an important role within the local communities that it operates in. As part of its CSR outreach program, the Group actively contributes to its stakeholders, employees, and customers by participating in community programs to support the underprivileged and provide monetary donations to various charity organisations. In addition, the Group also encourages its workforce to upgrade their work skills by investing in regular training programs as well as sponsoring outstanding employees for approved external upskilling programs.

The Group wishes to express its deepest gratitude and appreciation to KPKT for the Award. Moving forward, the Group will continue to improve its business offerings and service standards to better serve its customers.

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About MoneyMax Financial Services Ltd.

Listed on the Catalist Board of the Singapore Exchange since August 2013, MoneyMax Financial Services Ltd. and its subsidiaries ("**MoneyMax**" or the "**Group**") is a leading financial services provider, retailer and trader of luxury products in South East Asia. The Group provides both pawnbroking services as well as secured financing services to its customers. Since its first outlet in 2008, the Group has expanded to over 100 stores, making it one of the largest pawnbroking and retail chains.

MoneyMax is constantly exploring new opportunities to enhance customer experiences and service standards. In 2015, the Group launched MoneyMax Online, making it Singapore's first pawnbroking chain to offer an online website and mobile app to shop, sell and appraise their valuables. The Group has also diversified its services, adding pawning, selling and trading-in services of pre-loved luxury bags. In 2018, the Group ventured into the automotive financial services industry, providing one-stop solution for automotive ownership services through MoneyMax Leasing and MoneyMax Assurance Agency. The Group also offers financing solutions for residential and commercial properties in Singapore. MoneyMax is also a retailer of brand-new jewellery and offers a wide selection of gold, diamond and precious gemstone jewellery as well as preloved designer handbags and watches, featuring popular luxury brands. With its diverse product offerings, MoneyMax has established itself as a one-stop-shop for customers seeking pawnbroking, jewellery and luxury fashion items.

It is also a recipient of multiple awards from the Singapore Prestige Brands Award (SPBA) and has been inducted into its prestigious Hall of Fame in 2015. The Group was named by The Straits Times as one of "Singapore's Fastest Growing Companies 2020".

For more information, please visit <https://moneymax.com.sg/>

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*This press release has been prepared by the Company and its contents have been reviewed by the Company's sponsor, United Overseas Bank Limited (the "**Sponsor**"), for compliance with Rules 226(2)(b) and 753(2) of the Singapore Exchange Securities Trading Limited ("**SGX-ST**") Listing Manual Section B: Rules of Catalist.*

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