



## Press Release

### **Boost Joins DuitNow Ecosystem to Drive A 'One Nation, One QR' Cashless Society in Malaysia**

- *The adoption of DuitNow QR will enable a wider, safer, cashless and contactless reach for Malaysians this CMCO and RMCO*
- *Boost merchants to benefit from a larger mobile-first customer base*

**Kuala Lumpur, 26 March 2021** – Homegrown e-wallet Boost announced that it is now part of the Real-Time Retail Payments Platform (RPP) and will adopt DuitNow QR, effective today. DuitNow QR is Malaysia's National QR code standard established by Payments Network Malaysia (PayNet) under Bank Negara Malaysia's (BNM) Interoperable Credit Transfer Framework (ICTF).

This new participation by Boost expands its offline digital payment offerings and capabilities, while contributing another step forward to achieving a 'One Nation, One QR' cashless society in the country. Most importantly, to help encourage domestic spending and regenerate the economy in a safe and contactless manner.

DuitNow QR functions as a standardised/unified QR code that offers a truly cashless, contactless and convenient world of shopping and digital payments. Its benefits extend to Boost merchants, in which only ONE QR code is needed to accept cashless and contactless payments from users of any participating banks and e-wallets in the DuitNow ecosystem. Subsequently, merchants will be exposed to a bigger mobile-first customer base.

At the same time, Boost users also benefit from access to wider merchant base using DuitNow QR to pay and claim Boost's attractive loyalty rewards.

**Mohd Khairil Abdullah, CEO of Boost** shared, "We believe that a standardised/unified QR code as a shared payment infrastructure is a defining piece in building a robust 'One Nation, One QR' cashless ecosystem. This will greatly facilitate interoperability between digital payment providers and increase accessibility for Malaysians to embrace a now normal lifestyle where going cashless will dominate. It will no doubt help the economy recover by enabling Malaysians to keep it safe and contactless when going out with more movement freedom this CMCO and RMCO."

"We are thrilled to be part of the DuitNow ecosystem and work hand-in-hand with PayNet to contribute towards charting the next chapter of the country's digital and cashless transformation," added Khairil.

With the country still actively battling the pandemic, Boost's adoption of DuitNow QR is essential to continue minimising exposure and contact risks to COVID-19 for a safer in-store or offline shopping experience.



**Peter Schiesser, Group CEO of PayNet** said, "E-wallets including Boost played a big role in helping Malaysians embrace a cashless and contactless lifestyle last year. Having Boost onboard the DuitNow ecosystem will further strengthen their contribution in enabling businesses, especially micro-enterprises and SMEs to accept digital payments and to weather the impact of COVID-19. PayNet is pleased to support our Participants through the provision of inclusive and collaborative financial ecosystems that are resilient, competitive and accessible to all. With Boost's strong user and merchant base that extends to Sabah and Sarawak adopting DuitNow QR, the rapidly expanding national DuitNow ecosystem is set to drive higher ePayments adoption and wider financial inclusion in the country."

Boost made its mark as the first major e-wallet in the country back in October 2017. It has rapidly grown its footprint to nearly nine million users. Now, with DuitNow QR, it increases its merchant base to over 231,000. The homegrown e-wallet is widely accepted nationwide with close to 60% of its merchants comprising of micro-enterprises and traditional cash-based merchants such as hawker stalls, pasar malam vendors and mom-and-pop shops while the remaining 40% include well known household brands in the retail sector.

The adoption of DuitNow QR code is in line with #BoostGotYou campaign launched last March during the first MCO as Malaysians learned to stay safe in the new normal. The #BoostGotYou campaign features innovative services and solutions for Malaysians to carry out necessary tasks with safe contactless convenience. They include paying bills, buying prepaid top-ups to stay connected with loved ones, online shopping, getting insurance protection and supporting local merchants.

For more information, users can stay tuned by following Boost's official social media channels on Facebook ([facebook.com/myboostapp](https://facebook.com/myboostapp)) and Instagram ([instagram.com/myboostapp](https://instagram.com/myboostapp)) as well as the official website visit [www.myboost.com.my](http://www.myboost.com.my). Boost is available for download on Google Play, App Store or HUAWEI AppGallery.

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### **About Boost**

Boost is a homegrown lifestyle e-wallet that aims to revolutionise the way consumers transact on a daily basis. Combining lifestyle needs and cutting-edge digital technology, Boost strives to make transactions easier, faster, more secure & overall a more rewarding experience for consumers.

Boost officially launched in January 2017 as a platform that digitised one of the telco's core services - the way prepaid users top up their mobile credit. Boost allows users to pay via their mobile phone at participating locations without the hassle of using physical cash or cards. To date, close to 9 million Boost users can now pay at over 231,000 merchant touchpoints nationwide.

Key features include:

- User rewards through BoostUP



- Savings for online shopping through CashUp
- Pay at UnionPay QR merchants in Malaysia
- Paying utility bills with partners such as Telekom Malaysia, Astro and Syabas
- Paying for on-street and gated parking
- Order roadside assistance and car maintenance services
- Booking and buying public transport rides on KLIA Ekspres, KTM intercity, EzCab, CatchThatBus and Firefly
- Cashless donations to several organizations #DoGoodwithBoost
- Buying and gifting digital vouchers for online merchants, F&B outlets, entertainment, health & beauty
- Splitting bills through unique feature "Go Dutch"
- Buying prepaid top up
- Free money transfers
- Food Delivery through DeliverEat, dahmakan and eatigo
- Paying for Petrol with partners such as Shell, Petron and Setel

Users can download Boost from the Google Play Store, App Store or the HUAWEI AppGallery.

For more information, check out the website at [www.myboost.com.my](http://www.myboost.com.my) or follow Boost on Facebook ([facebook.com/myboostapp](https://facebook.com/myboostapp)) and Instagram ([instagram.com/myboostapp](https://instagram.com/myboostapp)).

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### **About Payments Network Malaysia Sdn Bhd (PayNet)**

PayNet is Malaysia's premier payments network and central infrastructure for financial markets. We innovate, build and operate world-class payment systems and financial market infrastructures that safely, reliably and efficiently enable the functioning and development of Malaysia's financial system as well as the economy as a whole. Bank Negara Malaysia (BNM) is PayNet's single largest shareholder, with eleven Malaysian's Banks as joint shareholders.

### **About DuitNow QR**

DuitNow QR is Malaysia's National QR Standard established by PayNet under Bank Negara Malaysia's Interoperable Credit Transfer Framework which allows interoperability between all participating Banks and Non-banks participants.

For more information, please visit [www.paynet.my](http://www.paynet.my) or contact:

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