

## E-PAYMENT TRANSACTIONS

# PM LAUNCHES BOOST BANK

### Anwar calls on key industry players to promote its advantages

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**M**ALAYSIA could reach the goal of 400 e-payment transactions per capita sooner than its 2026 target, said Prime Minister Datuk Seri Anwar Ibrahim.

Acknowledging the current low level of per capita transactions, Anwar emphasised the potential for improvement through the collective efforts of digital banks.

“The target is not that high, but I anticipate it can be achieved earlier with the efforts of digital banks.

“I call upon key players in the industry, such as Axiata (Group Bhd) and RHB (Bank Bhd), to intensify their efforts in promoting the advantages of Boost Bank and expanding its benefits to all segments of society,” he said at the official launch of Boost Bank here yesterday.

Anwar said efforts should be made to improve public digital

literacy so that people could take advantage of the latest technological developments, including artificial intelligence.

He said the effort would be assisted by the Digital Ministry in giving suitable ideas and recommendations to Boost Bank.

Anwar requested that a report on the efforts made by Boost Bank be presented by Digital Minister Gobind Singh to the cabinet within six months.

Boost Bank is one of the few banks that will enable users, who do not have an existing bank account, to be digitally onboarded.

The unique 40:60 digital bank venture by RHB Bank and Boost Holdings Sdn Bhd, positions

Boost Bank as the first digital bank to merge the technology-first mindset of a financial technology firm (fintech) with the trust and stability of a large financial institution.

Boost Bank chief executive officer Fozia Amanulla said through its synergy with Boost’s technological expertise and RHB Bank’s rich legacy, it would see the former offer banking services that’s seamlessly integrated and accessible.

“For us (Boost Bank), keeping our users in mind has been the cornerstone that guided every aspect of our user journey design, when developing the Boost Bank app.”