



**Merchant Acquiring Business**

<b>Campaign Name</b>	PIN By-Pass Reward
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• To effectively reduce PIN by-pass rate</li> <li>• To educate top 50 PIN by-pass merchants to accept PIN for payment card transactions, without by-passing the PIN.</li> </ul>
<b>Campaign Period</b>	1 Apr 2017 to 31 May 2017
<b>Eligibility</b>	Top 50 PIN by-pass Merchants
<b>Campaign Mechanism</b>	<p>(i) Top 50 PIN by-pass merchants are selected to be eligible for the campaign.</p> <p>(ii) The merchants who participated in PMO industry merchant incentive program will not be eligible for the campaign.</p> <p>(iii) Merchants will be rewarded with RM0.10 for every PIN by-pass transaction reduced.</p> <p>(iv) Each merchant is only entitled to claim up to maximum of RM5,000 per month during campaign period, based on company business registration number (BRN)</p> <p>(v) The reduction of PIN by-pass transactions is based on the comparison of current month PIN by-pass transactions against previous month PIN by-pass transactions.</p>

For further enquiries or information, please contact Merchant Helpdesk at 03-2176 8080 from 8:45am – 5:45pm (Monday – Thursday) and 8:45am – 4:45pm (Friday).