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BIBD LAUNCHES YAYASAN BRANCH, UNVEILS LOCALLY INSPIRED CARD COLLECTION

31 July 2026 - Bank Islam Brunei Darussalam (BIBD) today officially launched its new BIBD Yayasan Branch in the heart of the capital, marking a significant milestone in the Bank's ongoing commitment to elevating customer experience while celebrating Brunei Darussalam's rich heritage, creative talent and entrepreneurial spirit.

Designed as an integrated customer hub, the new branch brings together BIBD's dedicated Card Centre, BIBD Ar-Rahnu and BIBD Perdana services under one roof, providing customers with seamless access to a comprehensive suite of banking, wealth management and financial solutions. The consolidation enhances convenience, accessibility and service efficiency, enabling customers to meet their everyday banking, financing and advisory needs through a single, customer-centric experience.

The opening ceremony was officiated by Yang Berhormat Dato Seri Setia Awang Haji Ahmaddin bin Haji Abdul Rahman, Coordinating Minister for Social Policies and Manpower, Minister of Home Affairs and Chairman of the BIBD Group, as Guest of Honour.

Also in attendance were Yang Mulia Haji Mohammad Yusri bin Hj Wahsalfelah, BIBD Acting Managing Director and Chief Executive Officer, members of the BIBD Board of Directors, members of the BIBD Shariah Advisory Body, representatives from government agencies, government-linked companies (GLCs), corporate partners, as well as BIBD senior management and staff.

The opening of the Yayasan Branch reflects BIBD's continued focus on accessibility, innovation and service excellence, while reinforcing its role as a catalyst for economic growth, entrepreneurship development and community empowerment.

At the same event, BIBD unveiled its new generation of debit cards, a collection inspired by Brunei's cultural identity and designed to transform an everyday banking product into a meaningful platform that celebrates local heritage, showcases creative excellence and supports the development of Brunei's growing creative economy.

Drawing inspiration from iconic landmarks and communities synonymous with Bandar Seri Begawan and the Yayasan area, the collection pays tribute to Kampong Ayer, one of the world's oldest water settlements, and Tamu Kianggeh, a longstanding centre of commerce, community and culture. Together, these elements represent the enduring connection between Brunei's rich traditions and its aspirations for a digitally connected future.

Beyond aesthetics, the initiative underscores BIBD's commitment to creating opportunities for local artists, creative entrepreneurs and emerging talent by providing greater visibility through products used daily by customers across the country.

The collection features designs developed in collaboration with Bruneian artists alongside BIBD's in-house creative team, reflecting the Bank's dedication to nurturing local talent and supporting the growth of Brunei's creative sector.

The Limited-Edition Eco Card showcases artwork by Rashidah binti Haji Yusof, founder of Arteliery Studio, whose work draws inspiration from Brunei's architecture, heritage and community life. Meanwhile, the BIBD Flex Card features illustrations by Joanita Zain of JellybeanDreams, known for her distinctive artistic style inspired by family, faith and everyday Bruneian experiences.

Complementing these collaborations, a refreshed debit card concept was developed by BIBD's in-house creative team, demonstrating the Bank's commitment to fostering innovation while empowering local and emerging talent to contribute to nationally recognised products. The concept was led by BIBD internal designer Zahirul Ghazi bin Jomari and Haji Amir Anwar bin POKPS Dato Paduka Haji Abdul Rahman of the Marketing Department. Beyond showcasing creative excellence, the initiative highlights BIBD's commitment to recognizing internal talent and fostering a culture where employees are empowered to contribute their ideas and expertise, reinforcing the Bank's vision of building the future of BIBD together.

The initiative aligns with His Majesty Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah's aspirations to strengthen local capabilities, foster innovation and advance Brunei Darussalam's creative economy. Through meaningful collaborations with local creatives, BIBD continues to create pathways for Bruneian talent while encouraging greater appreciation of homegrown artistic excellence.

Beyond banking services, the Yayasan Branch further reinforces BIBD's commitment to entrepreneurship development through dedicated retail spaces for entrepreneurs under Projek TUNAS. These spaces provide local vendors and aspiring business owners with opportunities to showcase their products, connect with customers and expand their market reach, contributing to a more vibrant and resilient MSME ecosystem.

Further reinforcing its commitment to supporting local entrepreneurs and showcasing homegrown brands, the BIBD Perdana Yayasan Branch will feature curated displays of products from selected Bruneian businesses, including Tropique and Angkasa Oud Agarwood Company. Founded by Bruneian entrepreneur Lina binti Dato Idris, Tropique is an artisan chocolatier known for its handcrafted premium chocolates inspired by the flavours and traditions of Brunei and Southeast Asia. Its dedication to preserving and reinterpreting local culinary heritage was recognised with the APEC BEST Award for Indigenous Culture Preserving Project in 2023.

Meanwhile, Angkasa Oud Agarwood Company, a Tutong-based Bruneian MSME founded and owned by Haji Muhamad Nur Adli bin Haji Hanafi, produces premium agarwood (oud) products, including fragrances, essential oils and incense that reflect Brunei Darussalam's rich natural heritage and craftsmanship. As a participant in the Government's One Kampong One Product (1K1P) Programme and a recognised tourism destination, Angkasa Oud exemplifies the growth of Made in Brunei products and the development of the nation's downstream manufacturing sector. The products are showcased at the BIBD Perdana Yayasan Branch, where customers can learn more about the brands and connect directly with the respective entrepreneurs and suppliers should they be interested in their products.

The launch also supports Brunei Darussalam's digital transformation agenda by encouraging wider adoption of secure and seamless digital payments while promoting local creativity through a product integrated into everyday life.

To commemorate the opening of the Yayasan Branch, BIBD also introduced a Limited-Edition Eco Platinum Debit Card, inspired by Brunei's architectural heritage. The commemorative card will be made available through a dedicated customer campaign. In addition to their distinctive designs, the new cards incorporate enhanced security features to help customers transact with greater confidence. Sensitive card information has been relocated to the reverse side, while printed credentials have replaced traditional embossing, improved usability while strengthening security.

As digital banking adoption continues to grow, BIBD encourages customers to remain vigilant in safeguarding their personal and financial information. Customers are advised never to share their PINs, passwords or one-time passwords (OTPs), disclose their CVV numbers or card details, and to remain alert to phishing calls, suspicious messages and fraudulent websites. Customers can also lock or temporarily freeze their cards and monitor transactions through the BIBD NEXGEN app.

Speaking on the significance of the launch, BIBD highlighted that the Yayasan Branch embodies the Bank's commitment to delivering innovative financial solutions while celebrating Brunei's identity, supporting local talent and enhancing customer experience.

Yang Mulia Haji Mohammad Yusri bin Hj Wahsalfelah, Acting Managing Director and Chief Executive Officer of BIBD, said:

"The opening of the BIBD Yayasan Branch reflects our commitment to continuously enhancing the banking experience for our customers while remaining deeply connected to the values and identity that define us as Bruneians. By bringing together essential services within an integrated customer hub and introducing a new generation of locally inspired debit cards, we are creating meaningful experiences that combine convenience, innovation and security with a celebration of our nation's heritage and creative talent."

"This initiative goes beyond banking. It reflects our belief in the potential of local artists, entrepreneurs and communities, and our responsibility to create opportunities that contribute to a vibrant and inclusive economy. As Bruneians at Heart, we remain committed to empowering our customers, nurturing local talent and entrepreneurship, and supporting Brunei Darussalam's journey towards a more digitally connected, innovative and prosperous future."

(ENDS)

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About BIBD:

BIBD is Brunei's largest Islamic financial institution, managing assets of over B\$11 billion and serving more than 345,000 customers through 14 branches across all four districts. Headquartered in Bandar Seri Begawan, BIBD operates under the ethos of being "Bruneian at Heart", guided by the principles of Maqasid Shariah to deliver Shariah-compliant, customer-centric financial solutions.

Through the BIBD Group Sustainability Framework, the Bank is committed to driving environmental and social progress while aligning with national goals such as Brunei Vision 2035. BIBD's community-focused initiatives reinforce its role as a key partner in the nation's development and prosperity.

Since 2015, BIBD has maintained an A- (Stable) credit rating from S&P Global and holds ISO 9001:2015 and ISO22301:2019 certification. The Bank has been recognised as the Strongest Bank in Brunei by The Asian Banker (2016-2024), Best Retail Bank (2013-2022), The Banker's Bank of the Year (2023), and Global Finance's Safest Bank in Brunei (2023), among other accolades.

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