PRESS RELEASE

CASHLESS SOCIETY SCALING UP PROGRAMME PHASE 3 2025 LAUNCHED

A video presentation showcasing the achievements of previous phases of the Cashless Society Scaling Up Programm

Putrajaya, 22 Jan 2025 – MCMC's Industry Development Sector, through its Community and Future Inclusion (CFID) Division, has officially launched Phase 3 of the 2025 Cashless Society Scaling Up Programme. The initiative, unveiled during the Industry Roundtable in Putrajaya, will expand to three additional states this year.

The Cashless Society Scaling Up Programme is a five-year nationwide initiative. Phases 1 and 2 successfully rolled out in four states, commencing in Melaka and a roadshow covering 28 NADIs nationwide with a partnership between MCMC and PayNet.

Building upon this success, Phase 2 expanded to Johor, Pahang, and Negeri Sembilan, reaching over 56 community touchpoints and engaging 12 strategic partners, including banks and e-wallet providers. The programme has achieved significant milestones: attracting over 44,000 visitors, facilitating over 18,000 cashless transactions, onboarding more than 4,200 new digital traders, and conducting nearly 550 awareness activities.

Phase 3 of the Cashless Society Scaling-Up Programme will extend its programme to three new states: Perak, Terengganu, and Perlis. This phase aims to cover 56 touchpoints, engage approximately 25,000 visitors, facilitate over 12,000 cashless transactions, and onboard more than 2,000 new digital traders.

In addition to State Governments and FELDA, key existing strategic partners include government agencies and financial institutions such as Bank Negara Malaysia (BNM), the Credit Counseling and Debt Management Agency (AKPK), Touch 'n Go Digital, Maybank, Bank Islam, Bank Simpanan Nasional (BSN), Setel (Petronas), Sakupay, TM UNIFI, and potential new partners Boost Bank, GXBank, AEON Bank, AFFIN Bank, BerryPay, and Fiuu.

The Cashless Society Programme, launched in 2022, aims to empower rural and underserved communities—mainly the elderly, youth, disabled, and traders—to adopt digital payments and transactions (e.g., QR codes, and credit/debit cards). This initiative accelerates Malaysia’s digital economy for a sustainable future and aligns with Bank Negara Malaysia’s aim of achieving 400 e-payment transactions per capita by 2026.

The programme ensures widespread and sustainable adoption of cashless payments, primarily through policy intervention of business licenses, where businesses are encouraged to adopt cashless payments. Complementing this are on-ground awareness campaigns guided by four pillars - Financial and Digital Literacy, Security and Safety, Income Opportunity, and Capacity Building. These campaigns are implemented through three (3) modules including Cashless

@NADI, Cashless Carnival, and Cashless @State, leveraging NADI centres to enhance accessibility, connectivity, and proactive outreach.

MCMC CORPORTATE COMMUNICATIONS

Suruhanjaya Komunikasi dan Multimedia Malaysia | Malaysian Communications and Multimedia Commission
MCMC Tower 1, Jalan Impact, Cyber 6, 63000 Cyberjaya, Selangor MALAYSIA
T: + 60 3 86 88 80 00 | **F**: + 60 3 86 88 10 00 | **E**: corporate.communications@mcmc.gov.my | **W**: www.mcmc.gov.my

Suruhanjaya Komunikasi Dan Multimedia Malaysia
MCMC_RASMI
SKMM_MCMC
MCMCTV