

GENERAL FREQUENTLY ASKED QUESTIONS (FAQs)**1. What is 'HLB Jumpstart'?**

'HLB Jumpstart' is our CSR platform that works closely with promising entrepreneurs and social enterprises to support them with opportunities to start their own sustainable businesses.

With our esteemed partners and industry experts in finance, branding and advertising, we not only help empower them, but also be part of their journey to thrive in their respective industries. Some of the social enterprises under the HLB Jumpstart include Suri, Green Hero, Coffee for Good, The Asli Co., and Benak Raya.

2. What is 'HLB Jumpstart Micro Business'?

'HLB Jumpstart Micro Business' is a social finance program by Hong Leong Islamic Bank ('HLISB' or the Bank) and is a new extension under HLB Jumpstart.

3. What is the social finance program by HLISB and its objective?

The social finance program by HLISB aims to support the economic growth of the underserved community through empowering micro-businesses, ensuring positive and sustainable impact. This is in line with the Bank's sustainability core pillar of 'Community Investment', where we aim to help them build sustainable businesses.

4. How is HLISB managing this program?

HLISB is collaborating with two (2) platform partners namely, Alfie Tech Sdn Bhd and MADCash Sdn Bhd. These platform partners will provide *zero profit loans* and capital opportunities to start a business, as well as mentorships and training on how to run a business.

5. What is the type of program offered by the platform partners?**a) Dropship Model by Alfie Tech Sdn Bhd**

The platform partner will provide a *zero-profit loan* via credit purchase of products from an e-commerce shop as business inventories for eligible beneficiaries to sell. For further information, please visit <https://www.alfie.asia/>

b) Capital Funding Model by MADCash Sdn Bhd

The platform partner will provide a *zero-profit loan* directly to eligible beneficiaries (women who have new/existing business) for their working capital and operational needs. For further information, please visit <https://getmadcash.com/>

6. What is the maximum financing amount that can be applied?

Alfie Tech Sdn Bhd offers up to RM1,500 for the dropship model whilst MADCash Sdn Bhd offers RM4,000 for the capital funding model with a payback tenure of 12 months.

7. How can I apply for this program?

To apply, please visit:

Alfie Tech Sdn Bhd (<https://www.alfie.asia/>) and;
MADCash Sdn Bhd (<https://getmadcash.com/>)

8. More information about the program can be reached through:

Alfie Tech Sdn Bhd (hello@alfie.asia)
MadCash Sdn Bhd (support@getmadcash.com)

In addition, you can also contact:

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