

Title : **Appointment of a One-stop Marketing Agency for PayNet Open Finance Go-to-market (GTM) Campaign**

Proposal Closing Date : **28 November 2025, 3:00pm**

Body : Payments Network Malaysia Sdn. Bhd. (PayNet) invites qualified and experienced one-stop marketing agencies (or a lead agency supported by an ecosystem of specialist partners) who fulfill the requirements listed below to bid for the project.

The purpose of this RFP is to identify and engage a strategic partner who can deliver end-to-end creative, media, and PR services including campaign development, content creation, media planning, public education, and PR strategy to shape public perception, drive adoption, and ensure consistent, impactful messaging across all channels.

Mandatory Requirements:

The interested Bidder must meet below criteria:

1. Must be a registered business in Malaysia;
2. To provide listing of media contacts;
3. To have minimum positive net worth to ensure the bidder has sufficient financial strength to carry out the intended project;
4. At least **5 years of experience** in delivering end-to-end on launch campaigns. Experience running campaigns across multiple channels with seamless coordination across creative, media, and PR functions. Bidder should provide evidence of past and current performance, credentials, key clients, and examples of holistic campaign execution that reflect strategic alignment and measurable impact.
5. Must have a dedicated team to manage nationwide campaigns, including rural or regional outreach if needed.
6. Familiarity with financial services, digital payments, or public awareness campaigns is a plus.

Issuance of RFP Document:

To receive the RFP document, the interested Bidder must **register interest** to participate in this exercise by sending an e-mail to Procurement Secretariat at procurement@paynet.my with the e-mail subject "[Name of Company]'s indication of interest for **RFP - Appointment of a One-stop Marketing Agency for PayNet Open Finance Go-to-market (GTM) Campaign**". Also included in the e-mail are **evidence / proof document for items (1) to (6)** listed as mandatory requirements.

Only e-mail indication of interest received before or at 11.59pm, 04 November 2025 (based on PayNet's mail server time stamp) with the required attachment stated above will be entertained. PayNet will not provide any acknowledgement of receipt in response to Bidder's indication of interest e-mail. The RFP document will be issued via e-mail to shortlisted Bidders at no cost after the closing registration time.

Disclaimer:

PayNet may, at its sole discretion, publish this RFQ through its official communication channels, including but not limited to its corporate website and/or social media platforms. Notwithstanding the foregoing, PayNet reserves the right to determine whether to publicly announce the outcome of the RFQ, including the identity of the winning vendor. The interested vendor acknowledges that the details of the evaluation process and the outcome thereof are confidential and proprietary to PayNet and shall not be disclosed or publicised without the prior written consent of PayNet.

Proposal Closing Date:

The closing date and time for the submission of the proposal is at **3.00pm, 28 November 2025.**

Enquiries:

Please contact the Procurement Secretariat, Ahmad Haziq Azlan / Ridhwan Abd Razak, via e-mail at procurement@paynet.my