

RHB Save-Big Spend Smart Campaign Ends on a Successful Note

Kuala Lumpur, 14 December 2009 –The RHB Save Big-Spend Smart campaign which took place from 23rd June to 22nd October 2009 has ended on a successful note. Organised by the RHB Banking Group, the campaign is the first of its kind, involving a wide range of retail banking products such as deposits for both Islamic and conventional banking, including commercial and individual accounts as well as debit and credit cards.



(From left) The winners of the RHB SBSS Campaign – Ong Siew King from KD Alat JHT Tek Li, Zaharin bin Zainuddin and Abdul Aziz bin Ahmad – with (from left) Senator Dato' Raja Nong Chik Bin Dato' Raja Zainal Abidin, Minister of the Federal Territory, Dato' Khadar Merican, Chairman of RHB Capital Berhad, Dato' Tajuddin Atan, Group Managing Director of the RHB Banking Group, and Wan Mohd Faizal bin Mohd Ali, Branch Manager of the Group's new branch at The Sphere, Bangsar South.

“The RHB Save Big-Spend Smart campaign is the only campaign open to commercial / SME market segment during the campaign period. It was developed in line with the Group's tagline, BANKING SIMPLIFIED. As such it is very easy to participate. There is no application form to fill, no SMS entry required. All customers need to do is deposit a minimum of RM200 into their participating account or spend a minimum of RM20 with their card,” said Dato' Mohamed Khadar Merican, Chairman of RHB Capital Berhad.

During the campaign period, the prizes that were given away included 3 Grand Mercedes-Benz C200Ks, 8 Perodua MyVis and 16 LCD TVs as the Grand Prizes, monthly prizes and weekly prizes respectively. The Grand Prizes will be presented to all three winners at the closing ceremony of the campaign which was held today. The winners are KD Alat JHT Tek Li, Abdul Aziz bin Ahmad and Zaharin bin Zainuddin.

Besides the closing ceremony of the RHB Save Big-Spend Smart campaign, today also marks the official opening of the Group's 180th branch at The Sphere, Bangsar South, Kuala Lumpur. It is the only bank within the area servicing over 20,000 existing households in Kg Kerinchi, whose residences include Pantai Hill Park and Pantai Panorama. This in turn reflects the Group's commitment towards expanding its banking network throughout the country to serve customers better.

Issued on behalf of RHB Bank Berhad by Group Corporate Communications Division, RHB Capital Berhad. For more information, please call Eza Dzul Karnain at 012-3420060 or Sandra Foo at 012-3188412.



News Room

About the RHB Banking Group

The RHB Banking Group is the fourth largest fully integrated financial services group in Malaysia. The Group's core businesses are streamlined into four Strategic Business Units (SBUs): Retail Banking, Corporate & Investment Banking, Islamic Banking and International Banking. These businesses are offered through its main subsidiaries – RHB Bank Berhad, RHB Investment Bank Berhad, RHB Insurance Berhad and RHB Islamic Bank Berhad, while its asset management and unit trust businesses are held under RHB Investment Management Berhad. RHB's International Banking Division include the commercial banking operations in Singapore, Thailand and Brunei. The Group also has a non-ringgit based offshore funding operations in Labuan as well as a representative office in Vietnam. It is the RHB Banking Group's aspiration to deliver superior customer experience and shareholder value; and be recognised as one of the top financial services groups in ASEAN.

It's time we simplify banking.