RHB Bank unveils new look for branches and first Premier Banking centre

SINGAPORE, 27 October 2011 – RHB Bank today introduced its new banking branch concept as well as a new Premier Banking centre located at its Cecil Street branch, as it marks its 50th anniversary in Singapore.

The opening ceremony was officiated by Yang Berbahagia Tan Sri Azlan Zainol, Chairman of RHB Bank Berhad as well as the RHB Bank Board of Directors.

The revamp of RHB's banking halls incorporate its service quality promise of a better banking experience. The new concept, taking into account the customers' needs via a recent finding of an online poll[1] conducted by RHB Bank, will feature a multi-sensory experience for them.

On the bank's opening of its first Premier Banking centre, Mr. Jason Wong, Country Head, RHB Bank Singapore, commented: "RHB Bank's investment in the Premier Banking service affirms our intention to capture and grow the affluent segment. Singapore is one of the key financial centres and is a preferred regional hub especially among affluent Asians. This phenomenon presents vast opportunities for RHB Bank to nurture and expand our premium banking business."

The bank also intends to roll out new product offerings specifically targeted at the more affluent customers in the near future. Currently, RHB Bank provides a range of financial

products and services to consumer, corporate and commercial clients, ranging from various types of deposits and loans, treasury to investment banking.

The new RHB banking branch concept, in line with the results of the online poll, showed that while most customers use self-service platforms for their day-to-day banking needs, they still expect a human touch of service. More customers also valued the service quality of the bank's staff more than the actual products that the bank offers.

Commenting on the findings, Mr. Wong said: "Very interestingly, as it shows that despite the advances in technology, nothing replaces the human touch when it comes to customer service. This human touch is something we have always valued in RHB Bank. Our new banking branch concept aims to provide a more private, comfortable environment for customers, attended to by our friendly frontline staff."

RHB Bank Singapore is the first full bank to be conferred the prestigious Service Class award by SPRING Singapore as well as the first and only bank in Singapore and Malaysia to be awarded the prestigious "Best Customer Experience Management of the Year Award" in banking service by APCSC Hong Kong. It was most recently awarded the Singapore Quality Class by SPRING Singapore in June 2010.

RHB Bank is a full-licensed bank in Singapore with a network of seven branches situated in various locations and operates 15 Bureau de change outlets in Singapore Changi Airport.

For more information on RHB Bank Singapore please log on to www.rhbbank.com.sg

[1] Service Quality and Customer Satisfaction For Personal Banking Consumer Survey conducted with 97 respondents.

About the RHB Banking Group

The RHB Banking Group is the fifth largest fully integrated financial services group in Malaysia. The Group's core businesses are streamlined into seven Strategic Business Groups (SBGs): Retail Banking, Business Banking, Group Transaction Banking, Corporate & Investment Banking, Islamic Banking, Global Financial Banking and Group Treasury. 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 Global Financial Banking Division includes 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 RHB Banking Group's aspiration to deliver superior customer experience and shareholder value; and be recognised as one of the top financial services group in the ASEAN Region.

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