

### RHB Brings Child Safety Awareness to Johor Bahru

KUALA LUMPUR, 5 December 2011 –The Reuniting Families – Child Safety Road Show was held at KSL City Mall in Johor Bahru on 3 and 4 December where parents, guardians and children learnt, received advice and shared experiences on Child Safety from Royal Malaysia Police specially trained speakers and counselors and from child psychiatrists organised by the RHB Banking Group in collaboration with the Royal Malaysia Police (RMP), Malaysian Crime Prevention Foundation (MCPF) and Lembaga Penduduk dan Pembangunan Keluarga Negara (LPPKN) Johor.



Last row, from left: (in green headgear) DSP Suriani of Jabatan Siasatan Jenayah D11, Royal Malaysia Police; Encik Ali Mohammed, RHB Bank Area Manager, Johor South; Puan Norazzah Sulaiman, Director of Corporate Services, RHB Banking Group with the children and their Child ID kits at the event



Among the many activities held at the RHB at KSL City, Johor Bahru.



*The RHB Banking Group staff getting a thumbprint of the 6-month-old baby for the Child ID Kit at The Reuniting Families – Child Safety Road Show.*



*Among the many activities held at the RHB at KSL City, Johor Bahru.*

The road show was a roaring success where we saw almost 5000 people attended the road show and 500 Child ID kits issued to children below the age of 14. The RMP educated the parents and the children on drugs, commercial crime and traffic offences. The public were able to view live demonstrations on children personal safety and self-defence. The 'first of its kind' Child ID Kit was also issued by RHB, this Child ID Kit helps parents to be prepared and enables them to provide immediate and essential information on their children when the need arises.



## News Room

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Norazzah Sulaiman, Director of Corporate Services for the RHB Banking Group said, “This interactive road show has been very successful in getting the message across. The number of parents and children participating in the Road Show is testimony that initiatives like this is needed in not just bringing families together but also a good platform for sharing of information as well as inculcating the importance of protecting our children against negative elements that entices our children into unfavourable activities. Good family values provide our children with a strong foundation in facing life challenges ahead. “

The Reuniting Families – Child Safety Road Show is part of the RHB Banking Group’s initiative in reaching out and raising awareness amongst members of the public on the importance of ensuring the safety of our children. Following its success in Sunway Pyramid and now KSL City Mall in Johor, the road show will proceed to other malls in other States with the aim to further spread the word about child safety in the country.

*Issued on behalf of RHB Bank Berhad by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Shima Reza at 03-92802533.*

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### **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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