



## News Room

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### RHB Investment Bank Launches New Rewards Programme with AirAsia BIG

RHB Investment Bank today launched the “RHBIInvest HOTTIES Reward Programme”, its new first-of-its-kind, client rewards programme in partnership with AirAsia’s BIG global rewards programme. The official launch was held at RHB Centre in Kuala Lumpur.

Now you can trade and fly! The “RHBIInvest HOTTIES Reward Programme” rewards HOTTIE Points -- loyalty points from RHBIInvest, to clients for every broking transaction they perform on RHB’s online share trading platform at [www.rhbinvest.com](http://www.rhbinvest.com). The HOTTIE Points earned are redeemable for BIG Points – loyalty points from AirAsia’s BIG global rewards programme, and other investment-related benefits from RHBIInvest and other partners. Every RM1.00 of brokerage earns 1 HOTTIE Point and every 1,000 HOTTIE Points can be converted into 500 BIG Points. Accumulated BIG Points can be redeemed for AirAsia flight seats and for shopping at more than 1,500 BIG’s associated partners and online merchants worldwide.

Apart from AirAsia and its related businesses like AirAsiaGo, AirAsiaRedTix, AirAsia Courier and AirAsia Megastore, AirAsia BIG global partners include Tune Hotels that currently has 20 hotels globally and car rental services such as Avis, Budget and Hertz, and Hilton’s loyalty programme Hilton Honors.

In Malaysia, the AirAsia BIG card doubles up as a Visa Prepaid Card, which cardholders can reload at all major banks or online at AirAsia BIG’s website [www.tune2big.com](http://www.tune2big.com). Cardholders can shop at millions of merchants worldwide where Visa is accepted, both online and over the counter.

The AirAsia BIG Loyalty is owned and managed by Think Big Digital Sdn Bhd, a joint venture between AirAsia Berhad and Tune Money Sdn Bhd.

To commemorate the launch of “RHBIInvest HOTTIES Reward Programme” today, all new and existing RHBIInvest clients who make at least 1 trade within the 3-month launch period from 3rd April 2012, will be awarded 500 HOTTIE Points. In line with RHBIInvest’s catchphrase “*Expect More From Your Brokerage*”, RHBIInvest clients who open a BIG account during the promotion period will also receive an additional 250 BIG Points. Speaking at the launch today, Mr. Mike Chan, Officer-In-Charge of RHB Investment Bank said, “We are pleased to partner AirAsia’s BIG in our new rewards programme for RHBIInvest. We take due cognizance of AirAsia and Tune Money’s aspirations for BIG and we are proud to be a part of this exciting growth.”

“For our RHBIInvest clients, we look forward to providing you with more rewarding options for trading with us,” he added.

Mr. Peter Miller, CEO of Tune Money said, “We are honoured to work together with RHBIInvest to extend the benefits and privileges of AirAsia BIG loyalty programme to the stockbroking community and beyond. I believe this is a great start for our future collaborations. The AirAsia BIG card is indeed for everyone and we look forward to welcoming RHBIInvest’s clients as our BIG Shots.”

The launch promotion period commences from 3rd April to 3rd July 2012. For complete programme details, please call 03-92051300 or visit [www.rhbinvest.com](http://www.rhbinvest.com)

*Issued on behalf of RHB Banking Group by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Zuraida Mohamad at 03-92802880 or Eza Dzul Karnain at 03-92802552.*

#### **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.*

*It’s time we simplify banking.*



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### **About AirAsia and AirAsia X**

*AirAsia, the leading and largest low-cost carrier in Asia, services the most extensive network with approximately 165 routes. Within 10 years of operations, AirAsia has carried over 100 million guests and grown its fleet from just 2 aircraft to 107. The airline today is proud to be a truly ASEAN airline with established operations in Malaysia, Indonesia, Thailand and Philippines, servicing a network stretching across all ASEAN countries, China, India, Sri Lanka and Australia. This is further complemented by AirAsia X, its low-cost long-haul affiliate carrier that currently flies to destinations in China, Australia, Taiwan, Iran, India, Korea and Japan. AirAsia has been named the World's Best Low-Cost Airline in the annual World Airline Survey by Skytrax for three consecutive years, 2009, 2010 and 2011.*

### **About Tune Money and BIG**

*Tune Money is a universal financial services company offering affordable prepaid cards as well as life and general insurance products. Tune Money has been operating in Malaysia since 2007 and together with its sister companies Tune Talk and Tune Hotels, are creating a digital and lifestyle community. Tune Money and AirAsia, who share the same shareholders in Tan Sri Tony Fernandes and Dato' Kamarudin Meranun, have established a joint venture, Think Big Digital Sdn. Bhd, to manage the AirAsia BIG loyalty programme.*