



News Room

Digital Engagements by RHInvest Wins 2012 Hong Kong's Expo Innovation Awards

Thursday, 14 June 2012 – The digital marketing team of RHInvest, the online share trading portal of RHB Investment Bank, is named the winner of the Customer Relationship Excellence Award at Hong Kong's Expo Innovation Awards 2012 under the Online Investment Brokerage category. The award was presented at the Hong Kong's International Customer Relationship Excellence (CRE) and Innovation Expo with the theme "Discovering CRE Innovation and Integration; Meeting Future Customer's Demand Today".

The Expo Innovation Awards is the most prestigious and well recognized mark of distinction on World Class Innovative Product & Services, awarded by Asia Pacific Customer Service Consortium.

RHInvest is positioned as Malaysia's one-stop online share trading partner. It has the following award-winning investment features, which are designed to deliver the brand promise of "simple and easy" for traders and investors:

- i. RHBScreener: Asia's first Stock Screener based on Fundamental and Technical Analysis, Chart-Pattern Recognition and Value Investing Principles
- ii. Program Trading: Malaysia's first Program trading, with rule-based trading to manage risk and automate trading strategies without the associated emotions and stress
- iii. RHInvest HOTTIES Rewards Programme: Malaysia's first brokerage to reward clients with free flights (via AirAsia BIG points)
- iv. Multi-markets Trading: One-single-login for easy direct access to local and global markets.
- v. RHInvest-iPhone Application: Malaysia's first "anytime, anywhere share trading" via iPhone
- vi. RHB Research Institute: Direct access to award-winning, market-beating economic equity and debt markets research coverage by renowned RHB economists and analysts
- vii. RHInvest-Yahoo! Group: Malaysia's largest eCommunity on Yahoo! network for first hand investment discussions of real traders nationwide
- viii. RHInvest Tweets: Easily connect with fellow trading buddies from whom the investment conversation starts

"We are honoured that the Asia Pacific Customer Service Consortium has recognized RHInvest for its innovative capabilities and customer relationship excellence. On our part, we will continuously break new grounds in the brokerage industry. It is our goal to make investment simple and easy for our customers by providing necessary information, knowledge, digital engagements and investment tools," said Mr. Mike Chan, Officer-In-Charge of RHB Investment Bank.

RHB Investment Bank has also won an additional award at the same event. Upon his presentation on the topic "Future Development on Enterprise Digital Marketing and Multi-Channel Strategy" on 13 June 2012, Mr. Eric Lee, Vice President, Digital Marketing, RHB Investment Bank was awarded "Customer Relationship Excellence Community Leader" which recognises innovation in engaging with customers/online investment brokerage in the digital space, creating Malaysia's largest investment community on Yahoo! RHInvest-Yahoo! Group.

Issued on behalf of RHB Investment Bank Berhad by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Melati Kesuma Kamaruddin at 03-92802445 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 by total assets. 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 the RHB Banking Group's aspiration to establish itself as a leading multinational financial services group. The Group distinguishes itself from other industry players through leveraging private and public sector relationships as well as enhancing network and touch points. The Group has more than 2,872 customer touch points in the countries in which it operates.