

RHB Bank Unveils RHB Visa Signature Cash Back Credit Card

Kuala Lumpur, 12 June 2013 – RHB Bank Berhad today unveiled the new RHB VISA Signature Credit Card, the latest addition to its line of credit cards. The RHB VISA Signature is a Cash Back credit card that rewards its customers on all their expenses.



From left, Mr. Kellee Kam, Group Managing Director, RHB Banking Group, Mr. Stuart Tomlinson, Country Manager, Visa Malaysia, Pn. Elvy Kassim, Head, Cards and Unsecured Business, RHB Bank Berhad and En. Johari Abdul Muid, Managing Director, RHB Bank Berhad with the newly launched RHB Visa Signature card

Targeted for the mid-affluent market with a minimum income of RM80, 000 per annum, the RHB VISA Signature sets its focus on online and overseas spend. The credit card is seen as the answer to the growing transactions online and overseas for today's customers.

The new credit card was launched by En. Johari Abdul Muid, Managing Director, RHB Bank Berhad. He was joined by Mr. Stuart Tomlinson, Country Manager, Visa Malaysia at Souled Out Restaurant, Ampang.

During the launch, En. Johari said that "It has always been our priority to listen to our customers' needs to improve and develop a product with an added value that caters to their needs and lifestyle."

He added that "Among the benefits that await the RHB VISA Signature customers are the Unlimited 1% Cash Back on all online and overseas spend, 0.5% cash back on all other spend (capped at RM200 per month) and travel insurance of up to RM2 million. We are confident that with such attractive privileges we will be able to acquire 30,000 cards within the first year"

Customers will also be able to enjoy four (4) complimentary access into Plaza Premium Lounges at airports in Malaysia for a year and enjoy preferred rates at all RHB Bureau-De-Change for major foreign currencies.

Following the launch of the RHB Visa Infinite credit card last year, RHB Bank to date recorded a total of 2.1 million credit and debit cards in circulation, which totals to approximately 7% credit card market share.

Among the list of campaigns in place for new and existing RHB Card holders currently include 'RHB Friday Specials' with participating partner outlets, and the 'RHB Credit Card Acquisition Campaign' from 15th May until 17th Aug for new sign-ups.

Issued on behalf of RHB Bank Berhad by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Lois Kam at 03-9280 5089.



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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 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, OSK Investment Bank Berhad, RHB Insurance Berhad and RHB Islamic Bank Berhad, while its asset management and unit trust businesses are undertaken by RHB Investment Management Berhad and OSK-UOB 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 operation 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 to be recognised as a leading multinational financial services group.