



FOR IMMEDIATE RELEASE

RHB OFFERS FIRST-OF-ITS-KIND e-RETAIL BUSINESS SOLUTION FOR SMEs

Kuala Lumpur, 20 May 2015 – The RHB Banking Group (RHB) today launched RHB SME e-Retail Solution for Small and Medium retailers making it the first-of-its-kind, all-in-one solution for Malaysian retail SMEs. RHB SME e-Retail Solution provides SME retailers a **fast, easy** and **seamless** experience to start and run their business. With this holistic SME start-up solution, businesses have the opportunity to start their operations within a week upon obtaining approval.

RHB's comprehensive e-Retail Solution is offered at a very affordable price together with an easy payment plan to reduce the financial burden of SME retail business owners. The business solution also allows immediate GST compliance and offers comprehensive protection for the business through a low cost customised insurance plan.

Customers may walk into any RHB branch and apply for SME e-Retail solution which comes with a complete suite of products, which are RHB's Business Current Account, RHB Reflex Online Cash Management, next generation Digital Point-Of-Sale system, Business Credit Card, Credit and Debit Card Terminal and the SMI Supreme Package Insurance plan.

With this solution, SME retailers will be able to start up new retail SME businesses or upgrade existing SME businesses. The remote accessibility feature allows business owners to manage their business from anywhere at any time through Internet enabled tools. These tools will also help the businesses to manage customer loyalty and promotions, offer real time inventory management and real time daily sales volume monitoring. Businesses will also be able to control their cash flow and accept cashless payments.

RHB SME e-Retail Solution was launched by Ms. Amy Ooi, Head of Group Business Banking, RHB Banking Group together with Mr. Rohan Krishnalingam, the Group Chief Operations Officer of the RHB Banking Group.

“Today, with the advent of technology, consumer behaviour is changing and it is becoming more apparent that innovation is the key for SME’s success. RHB is focusing on innovation and simplifying our customer’s business journey by offering both financial and technology-based solutions. As an increasing amount of global business today is being carried out via the online space, it has become critical for businesses to embrace modern technology as part of their business”, said Ms Amy Ooi Head of Group Business Banking, RHB Banking Group.

“At RHB Banking Group, we will continue to build digital capabilities to provide our customers with convenient and simplified access to banking services that meet their business requirements”, added Ms Ooi.

Issued on behalf of RHB Banking Group by Group Corporate Communications Division. For more information, please contact Mahanum Shariff at 03-92805088 or email mahanum.shariff@rhbgroup.com or Thavamalar Muniandy at 03-92802455 or email thavamalar@rhbgroup.com

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 three main business pillars namely Group Retail and Commercial Banking, Group International Business and Group Corporate and Investment Banking. 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 undertaken by RHB Asset Management Sdn. Bhd. and RHB Islamic International Asset Management Berhad. The Group’s regional presence now spans ten countries including Malaysia, Singapore, Indonesia, Thailand, Brunei, Cambodia, Hong Kong, Vietnam, Lao PDR and Myanmar. It is RHB Banking Group’s aspiration to continue to deliver superior customer experience and shareholder value; and to be recognised as a Leading Multinational Financial Services Group.