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RHB UNVEILS NEW BRAND PROMISE 'TOGETHER WE PROGRESS'

Kuala Lumpur – The RHB Banking Group (RHB), Malaysia's fourth largest financial services Group, in terms of assets, today embarked on a major milestone by unveiling its new brand promise, 'Together We Progress'.

In 2015 the RHB Banking Group unveiled its reframed Group Strategy on value creation anchored on 3 key broad themes, with emphasis on performance, namely:

1. Funding the journey
2. Winning by differentiating ourselves in the medium term and
3. Getting the people and organisation right.

RHB also sharpened its focus on 17 high priority initiatives in its IGNITE programme and in line with that, introduced the strategy statement which articulates its corporate identity and what RHB stands for. With over a 100-year track record, RHB has the experience and expertise to provide financial solutions that are relevant to the evolving marketplace and business landscape.

"Our Strategy statement is to be a multinational regional financial services provider that is committed to deliver complete solutions to our clients through differentiated segment offerings and an eco-system that supports simple, fast and seamless customer experience, underpinned by our cohesive and inspired workforce and relationship built with our stakeholders," said Dato' Khairussaleh Ramli, Group Managing Director, RHB Banking Group.

"Today, we will be embarking on another major milestone in the Group. Our 100-year track record speaks volumes of our resilience in a rapidly evolving sector – an achievement that is by no means a small one; and one that we should be proud of. I can confidently say that we have achieved this as a result of our strong core values of Professionalism, Respect, Integrity, Dynamic & Excellence (PRIDE)".

"Now it is time for us to connect with our purpose for being, and why we matter with a brand promise, in a way that connects emotionally with our customers and key stakeholders, and differentiates our brand - a bold, determined and re-energised beginning. Our brand proposition, 'Together We Progress' represents our brand identity and what we stand for," said Dato' Khairussaleh.

In projecting its fundamental promise to customers, RHB is guided by 4 brand principles which are the key pillars of the brand promise 'Together We Progress';

1) Being your trusted partner

We build trust through our relationships and our desire to meet our customers' personal and financial advisory needs.

2) Delivering simple, fast and seamless experiences

In dealing with various segments of our customers, we believe in making things simple and giving our customers what they need, when they need it.

3) Providing solutions that help achieve your goals

Our products and services are designed to support our customers and their business requirements, so they can focus on what truly matters.

4) Nurturing future generations

Cherishing the potential of today's children, and empowering them for a sustainable and better tomorrow.

The Brand Promise is a fundamental pillar towards achieving RHB's aspiration to be a leading multinational regional financial services provider.

Issued on behalf of RHB Banking Group by the Group Marketing & Communications Division, RHB Capital Berhad. For more information, please contact Cynthia Blemin at 012-249 4071/ cynthia.blemin@rhbgroup.com or Alicia Pinto at 012-349 6364/ alicia.christine.pinto@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.