

## NEWS RELEASE

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# RHB ISLAMIC AND MOHE CHAMPION INCLUSIVITY VIA THE FIRST RHB MYSISWA DEBIT CARD-I PRIVILEGES CAMPAIGN

*Close to half a million students in Malaysian public universities now enjoy the advantages of RHB MySiswa Debit Card-i, a two-in-one matriculation and debit card*

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**Kuala Lumpur** – RHB Islamic Bank Berhad (“RHB Islamic”) and the Ministry of Higher Education (“MOHE”) have joined forces to promote financial inclusion to students in public universities via the first RHB MySiswa Debit Card-i Privileges Campaign.

“The RHB MySiswa Debit Card-i Privileges Campaign was held to promote the ubiquitous advantages of the RHB MySiswa Debit Card-i, which is a student multi-purpose smart card that functions as both a student matriculation card and debit card. For our maiden RHB MySiswa Debit Card-i Privileges Campaign, we received an overwhelming positive response of over 102,000 entries from public university students,” explained Dato’ Adissadikin Ali, Managing Director and Chief Executive Officer of RHB Islamic Bank Berhad.

The first season of the campaign offered monthly grand prizes and five Vespa S125 scooters valued at close to RM14,000 each. In addition to promoting the advantages of using the RHB MySiswa Debit Card-i for their daily purchases, this campaign also presents an opportunity for students to own a brand-new and trendy Vespa scooter, enabling them to ride to classes with confidence. The RHB MySiswa Debit Card-i Privileges Campaign is a continuation from the success of RHB’s ‘Bank Your Way Ride Your Style Campaign,’ introduced last year, where customers spend and had the opportunity to design and personalise their own Vespa. Winners of this campaign ultimately had their Vespa designs turned into reality.

The RHB MySiswa Debit Card-i represents a lifestyle choice that resonates with the values and aspirations of the younger generation. It is an integrated card that provides students access to university support

services such as attendance registration, door entry and library services while allowing them to manage their funds and enjoy cashless payment solutions. In addition, students can enjoy exclusive discounts and promotions from over 100 participating merchants, including food & beverages, transportation, education, e-sports and gaming, lifestyle products and other services such as telecommunication packages whenever they use their RHB MySiswa Debit Card-i. To date, the Bank has activated close to 590,000 RHB MySiswa Debit Cards-i and recorded almost RM87 million in total transactions, proving the bank card's popularity among public university students.

“The RHB MySiswa Debit Card-i is one of the ways we promote financial inclusivity audience among Malaysian youths, especially university students. It symbolises empowerment, financial responsibility, and serves as an entryway to a responsible lifestyle that resonates strongly with our target audience. This card serves as an inventive method of financial empowerment by enabling students to handle their money more effectively. The first RHB MySiswa Debit Card-i Privileges Campaign strongly promotes this, and to further expand on the success of the first season, we have launched Season 2 of the campaign, which runs until 14 January 2024. For Season 2, students who use their RHB MySiswa Debit Card-i will stand a chance to win even more attractive gifts and cashback, with the grand prize being a Perodua Axia 1.0 SE,” said Dato’ Adissadikin.

“Together with the Ministry of Higher Education, we will continue to promote financial inclusivity and empower the future generation through more initiatives like the RHB MySiswa Debit Card-i Privileges Campaign,” added Dato’ Adissadikin.

For more information on the RHB MySiswa Debit Card-i and the exclusive deals it offers, public university students are encouraged to visit the RHB Joy@Uni portal at <https://www.rhbgroup.com/personal/deposits/joy-at-uni/index.html>

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