



News Room

RHB Bank Collaborates with POS Malaysia to open up Banking Services in POS Malaysia Outlets Across the Country

Monday, 3 January 2011 – In its effort to rapidly increase the number of banking access points for its customers, RHB Banking Group, in a collaborative effort with Pos Malaysia Berhad, launched the RHB-POS Malaysia Shared Banking Services on 3 January 2011 to enable banking services available to all of its customers at selected Pos Malaysia outlets all over the nation.

The first phase of the Shared Banking Services was established at 21 selected Pos Malaysia outlets in the Klang Valley and Negeri Sembilan, and the remaining selected locations will be outfitted with the Shared Banking Services in stages, bringing them to a total of up to 333 outlets countrywide.

The Shared Banking Services enables the bank's customers to access and transact their banking services at selected Pos Malaysia outlets. The appointment of Pos Malaysia as the shared banking provider will also result in the opening of Easy by RHB kiosks at selected Pos Malaysia outlets that are involved in the marketing and processing of retail financial products, targeting the mass-market segment that is currently underserved, especially in the rural areas.

"This partnership between the RHB Banking Group and Pos Malaysia will provide RHB customers with more than 600 service touch points nationwide to perform their banking transactions. This collaboration is still in its initial stage, and we are very excited about establishing a greater, stronger relationship, and in turn bring more value to our customers," said Dato' Tajuddin Atan, Group Managing Director of the RHB Banking Group.

"We welcome the partnership with the RHB Banking Group as it is in line with our aspiration to provide ease to our customers. As an organization with the broadest network of outlets in the country, customers are assured that Pos Malaysia is accessible whether they are in the urban or rural areas and we provide leverage for our strategic partners to enable them to reach out to a larger segment of the population. The RHB-POS Shared Banking Services adds value to the wide range of services we are able to offer and strengthen our position as a dynamic and convenient one-stop centre, so customers can pay their bills, buy postage stamps and now perform banking transactions at our outlets," said Dato' Syed Faisal Albar, Group Managing Director and Chief Executive Officer of Pos Malaysia.

There are two components of the RHB-POS Shared Banking Services;

1) Over-the-counter banking services:

- a) Cash Deposit (Savings and Current Account)
- b) Cash Withdrawal (Savings Account)
- c) Loan Repayment
- d) Fund Transfer (RHB Savings to Current and Savings to Savings)

2) Marketing of retail financial products via Easy by RHB kiosks:

- a) Amanah Saham Bumiputra Loans (ASB)
- b) Personal Loans
- c) Life Insurance
- d) Opening of Account (Easy Kad Debit and Easy Simpanan Mesra)

The RHB-POS Shared Banking Services will provide greater convenience and access to all RHB customers to do transaction at selected Post Office locations. The Easy by RHB business model is designed with mass-market customers in mind, and is aimed at transforming today's banking DNA in the areas of customer experience, with simple and comprehensible product features, high technology-driven processes, and multiple channels for convenience and coverage.

Issued on behalf of RHB Bank Berhad by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Azman Shah Md Yaman at 012-3930044 or Eza Dzul Karnain at 012-3420060.

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 four Strategic Business Units (SBUs): Retail Banking, Corporate & Investment Banking, Islamic Banking and International 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 held under RHB Investment Management Berhad. RHB's International Banking Division include the 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



News Room

aspiration to deliver superior customer experience and shareholder value; and be recognised as one of the top financial services groups in ASEAN.

It's time we simplify banking.

About Pos Malaysia Berhad

Pos Malaysia Berhad is Malaysia's premier physical communications provider. Pos Malaysia's vast experience as well as its extensive network spanning across the country forms a solid backbone to support Pos Malaysia's expansion and development strategy.

Pos Malaysia has a widespread network of over 700 post offices all over the country in addition to our network of mini post offices, mobile post offices, postal agents and stamp agents, making it one of the most extensive retail network in Malaysia.

Pos Malaysia's Strategic Business Units, aimed to provide quality, reliable, timely and innovative solutions to our customers, encompasses the following :

- PosMel : Mail and postal services*
- PosLaju : Courier and express mail services*
- PosNiaga : Retail business services*

Throughout the years, Pos Malaysia has grown from strength to strength and is progressing from being a mail and postal services provider towards becoming a dynamic physical communications provider. Moving forward, Pos Malaysia will continue to transform and innovate itself in order to maintain its relevance and competitive edge as well as continue to connect Malaysians with the rest of the world. For further information about Pos Malaysia, please visit our website at www.pos.com.my.