

### The Only Entertainment Card You Need: RHB EVO Card for the Young and the Young-at-Hearts!

**Kuala Lumpur, 18 October 2012** – First introduced in 2003, the RHB EVO Credit Card, effective today, has now evolved and offers a host of entertainment and lifestyle rewards. The new look and wider offerings have been carefully crafted to appeal to the young professionals, and also the "young-at-hearts".



*From left: Encik Johari Muid, Managing Director, RHB Bank Berhad; Mr. Vince Au Yoong, Director of Retail Banking, RHB Bank Berhad and Mr. Kellee Kam, Group Managing Director, RHB Banking Group launching the RHB EVO Card "The Only Entertainment Card You'll Ever Need!"*

The RHB EVO Card gives emphasis to lifestyle and entertainment and is targeted to those between 21-30 years old, with a minimum annual income of RM24,000.

Speaking at the launch, Mr. Kellee Kam, Group Managing Director, RHB Banking Group said, "This launch of RHB EVO credit card marks another milestone for the RHB Banking Group, as this card reflects our continuous commitment towards offering consumers with rewarding products relevant to their needs and in more ways than one, will enhance their lifestyle."

"We understand that the target group for this card, the Generation Y, or the Millennials, value a balanced life and RHB EVO credit card compliments that by offering rewards for the lifestyle/entertainment category such as Cash Back offers on movie tickets, concerts, carnivals, bowling, tourist attractions, amusement parks, etc. In essence, it is the answer to consumers' entertainment needs.

For more information or to apply for a credit card today, visit any RHB Bank branch, log on to [www.rhb.com.my](http://www.rhb.com.my) or call at 03-9206 8118/ 082-276 118

Issued on behalf of RHB Bank Berhad by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Eza Dzul Karnain at 03-9280 2552 or e-mail to [eza.dzulkarnain@rhb.com.my](mailto:eza.dzulkarnain@rhb.com.my)

#### **About the RHB Banking Group**

*The RHB Banking Group is the fifth largest fully integrated financial services group in Malaysia by total assets. 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, 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 Global Financial Banking Division includes 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 aspiration to establish itself as a leading multinational financial services group. The Group distinguishes itself from other industry players through leveraging private and public sector relationships as well as enhancing network and touch points. The Group has more than 2,872 customer touch points in the countries in which it operates.*