

RHB Now Rewards Customers with an Italian Experience Through 'Italia Mania'.

Petaling Jaya, 15 April 2013 - RHB Bank Berhad rewarded customers with a taste of an Italian experience when it presented a chic Vespa GTS 300 each to the five lucky grand prize winners of the RHB Now Italia Mania campaign. The contest also saw three monthly winners rewarded with an all-expense paid trip to Italy.



Grand prize winners (from left) Koh Yin Hong, Thiang Fook Yuen, Peck Chin Fai posing with their brand new Vespa.



(from right) Encik Johari Abdul Muid, Managing Director, RHB Bank Berhad, (3rd from right) Puan Romina Binti Talib, Head, E-Banking, RHB Bank Berhad and (3rd from left) Encik Nik Danial Nik Mahmood, Vice President of NAZA Two Wheel Division with the lucky grand prize winners of RHB Now Italia Mania contest.

The prize giving ceremony was held at the Vespa 3S Centre located in Petaling Jaya. NAZA Premira Sdn Bhd, a company under NAZA Group of Companies and the official distributor of Vespa in Malaysia, was the exclusive partner for the RHB Now 'Italia Mania' campaign.

"When the Bank launched this contest, our aim was to enhance customer awareness on RHB Now – our internet and mobile banking service. Our mobile banking service is a channel for RHB customers to simplify their banking transactions



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via mobile devices such as smartphones and tablets.” said Encik Johari Abdul Muid, Managing Director, RHB Bank Berhad.

The RHB Now ‘Italia Mania’ campaign, which ran from 16 October 2012 – 31 December 2012 saw significant participation from RHB Now customers; recording a 30% increase in transaction volume and 46% increase in transaction value throughout the 11- week campaign period.

Encik Johari also added that he was pleased to note that 50% of our customer base participated in this contest. “These are very exciting numbers for us. With our customers’ continuous support, RHB Now is today, amongst the top three players in the Internet and Mobile banking sector.”

“Effective today, our customers may purchase their very own Vespa through the RHB Now Internet and Mobile Banking service. We are happy to work with NAZA Motors for this wonderful opportunity to make the chic Vespa more accessible to our customers.”

En Nik Danial Nik Mahmood, Vice President of the NAZA Two Wheel Division, NAZA Group of Companies said that Vespa is one of the most sought-after lifestyle scooters in Malaysia with more than 1,000 units sold in 2012. It is ideal for everyday urban commutes between home and the workplace or even simply for casual, leisurely rides.

“The lucky winners are not only just riding home a Vespa scooter; they will also be able to enjoy the complete lifestyle experience and activities that come along with it. Our dedicated team at Vespa Malaysia has helped shape the company into the ever-growing success it is today and ensures that all Vespa owners in Malaysia are provided with top-notch services that they deserve,” said En Nik Danial.

Issued on behalf of RHB Bank Berhad by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Lois Kam at 03-9280 5089.

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 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, OSK Investment Bank Berhad, RHB Insurance Berhad and RHB Islamic Bank Berhad, while its asset management and unit trust businesses are undertaken by RHB Investment Management Berhad and OSK-UOB 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 operation in Labuan as well as a representative office in Vietnam. It is RHB Banking Group’s aspiration to deliver superior customer experience and shareholder value, and to be recognised as a leading multinational financial services group.

About NAZA Group of Companies

NAZA Group of Companies began its humble beginnings from a used and reconditioned car trader under NAZA Motor Trading in 1975 founded by the late Tan Sri SM Nasimuddin SM Amin.

The Group has evolved into a diversified conglomerate venturing in ‘Multiple Automotive Sectors’ such as retailing, importing, distribution and dealership for international marqueses such as Ferrari, Maserati, Mercedes-Benz, Brabus, Chevrolet, Mazda and Perodua to reputable motorcycle brands such as Harley Davidson, Ducati, Aprilia, Vespa, Piaggio, Gilera and other superbikes, the assembly and manufacturing of NAZA’s own bikes for the local and regional markets, and the establishment of NAZA Auto Mall being Malaysia’s premier ‘one-stop-centre’ lifestyle automotive mall displaying a variety of cars’ and motorbikes’ selection as the ‘Largest Motor Showroom’ in Malaysia. Its Ferrari and Maserati showroom was also recognized as the ‘Largest Supercar Showroom’ in Malaysia, an award certified by the Malaysia Book of Records.

Latching on the success of its automobile businesses, it has since expanded into a variety of prominent “non-automotive sectors” which includes property management, finance, insurance, manufacturing, limousine, transportation, logistics, merchandise management, agriculture and plantations. Today, a part of NAZA Group is headed by Datuk Wira SM Faisal Tan Sri SM Nasimuddin, the Group’s Joint Executive Chairman.