



FOR IMMEDIATE RELEASE

RHB CARDMEMBER DRIVES HOME A PERODUA ALZA WITH 'SHOP TO WIN AT KL SOGO' CONTEST

Kuala Lumpur, 27 Nov 2014 – SOGO-RHB Cardmember Ms Zahriah Binti Mahadzir, 29, from Kuala Lumpur today drove home a brand new Perodua Alza GX 1.5L(M) car after being named as the grand prize winner of the 'Shop to Win at KL SOGO' contest.

Zahriah, an RHB Credit Cardmember received the brand new car from Mr Lenon Cheong, Acting Head, Group Cards & Unsecured Business, RHB Banking Group, witnessed by Mr Raymond Teo Kheng San, Group Chief Operating Officer, KL SOGO and Mr Tony Thong, Head of Sales, VISA Malaysia.

The contest, held from 12 August 2014 – 31 October 2014 was launched in close collaboration with KL SOGO to give Cardmembers a rewarding experience when they use their RHB Credit Cards at KL SOGO.

Participation in the 'Shop to Win at KL SOGO' contest was automatic and New-to-Bank Approved SOGO-RHB Credit Card customers gained 10X contest entries during contest period for a cumulative spend of RM100 at KL SOGO; 5X entries for SOGO-RHB Credit Card customers; and 1X entry for other RHB Credit Cards holders.

Apart from the Perodua Alza, consolation prizes comprising of KL SOGO vouchers worth RM500 each were also given away to 48 weekly winners throughout the contest period.

Mr Lenon Cheong said, "We are happy to share that we have actually exceeded our initial target by recording a 22% YOY incremental retail spend through this campaign. Such an overwhelming response by our customers will definitely propel us to develop even more exciting campaigns to reward them."

RHB Bank will continue to launch more exciting campaigns with KL SOGO in the coming months to reward customers. RHB Credit Cardmembers can look out for the Weekend Shopping campaign to get up to 15% Cash Back from selected merchants from 25 October 2014 till 28 December 2014. Apart from that, customers will also stand a chance to win a brand new Honda Jazz for every RM1000 cumulative spend locally and overseas with their RHB card from 15 November 2014 – 14th March 2015.

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 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 nine countries including Malaysia, Singapore, Indonesia, Thailand, Brunei, Cambodia, Hong Kong, Vietnam and Lao PDR. 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.