



FOR IMMEDIATE RELEASE

EIGHT LUCKY RHB CARDHOLDERS WIN THE HONDA JAZZ

Kuala Lumpur, 27 April 2015 – Eight lucky RHB Cardholders today drove away with a brand new Honda Jazz each through the ‘Spend & Win A Honda Jazz’ contest.

The contest, held for four (4) months from 15 November 2014 to 14 March 2015, was launched to reward customers with attractive prizes whenever they transact using their RHB Card.

Two grand prize winners were named each month throughout the ‘Spend and Win a Honda Jazz’ contest period.

The eight lucky RHB Cardholders received the keys to their brand new car from Mr U Chen Hock, Executive Director, Group Retail Banking, RHB Banking Group at the Honda Showroom in Mofaz, Damansara.

Mr U Chen Hock shared that, “Following the launch of this campaign, our overall card spend saw an increase of 39% during the promotion period compared to the past four months prior to the campaign. The campaign also saw a total of 16,000 cards registered throughout this period.”

RHB cardholders gained participation via SMS/online registrations. Apart from the Honda Jazz, a total of forty (40) units of Apple iPhone 6 (16gb) worth RM2,399 each were given away to ten (10) winners every month throughout the four-month contest period.

RHB Bank is committed to reward its customers through attractive campaigns in the upcoming months. RHB customers can enjoy up to RM250 cash back with Easy Payment Plan (EPP) Cash Back campaign at Aeon Big from 10 April 2015 - 9 June 2015. Apart from that, customers will also stand a chance to win free Road Tax Renewal worth RM200 or RM100 FashionValet shopping voucher (upon approval) when they apply for the MyEG-RHB Credit Card from 23 March 2015 - 24 June 2015.

Issued on behalf of RHB Bank Berhad by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Mahanum Shariff at 03-9280 5088 or Farhana Hamdan at 9280 2552.

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

Appendix

1. Details of 'Spend and Win a Honda Jazz' contest winners

Month	Winners	Age	State
1	Ms Hong Ting Ling	50	Melaka
	Mr Ang Kong Jin	47	KL
2	Mr Harbhajan Singh A/L Menender Singh	57	Taiping
	En Sazali Bin Adnan	43	Shah Alam
3	Ms Angeline Asirvatham A/P A.M Asirvatham	54	Butterworth
	Mr Francis Ung Woei Seng	41	Sarawak
4	Ms Kong Say Jen	50	Kuala Terengganu
	Ms Elaine Chan Sow Len	58	Petaling Jaya

2. Contest entries

EXISTING CARDMEMBERS		
Prize Category	Spending Criteria	Contest Entries
Grand Prize	Every RM1,000 cumulative local retail spend	1x
	Every RM1,000 cumulative overseas spend	5x
Special Prize	Every RM100 cumulative local retail spend	1x
	Every RM100 cumulative overseas spend	5x
NEW CARDMEMBERS		
Prize Category	Spending Criteria	Contest Entries
Special Prize	With first minimum RM100 retail spend	5x