



FOR IMMEDIATE RELEASE
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RHB INTRODUCES EXCITING PRIVILEGES FOR PREMIER CUSTOMERS

Kuala Lumpur – The RHB Banking Group (the Group) today, introduced its all new *RHB Premier* service offerings, unveiling its logo and new value propositions. With the new *RHB Premier*, the Group aims to achieve a 30% increase in new customer acquisition by year-end, adding onto the current existing base of just under 30,000.

RHB Premier is exclusively designed to reward the affluent segment of its customers and their loved ones with privileges that put them first. U Chen Hock, Executive Director and Head of Group Retail Banking for RHB Banking Group said, “At the moment, only two percent of our 3.9 million customers are from the affluent segment. In line with the growing affluence of Malaysians, we see great opportunities to tap further into this segment which we aim to grow by 85% by 2020.”

“The all new *RHB Premier* is introduced as part of our plan to offer our affluent customers better services and lifestyle experiences as their lives continue to progress while we aim to increase and grow the profitability from this segment,” added Chen Hock.

As of July this year, *RHB Premier* has 18 dedicated centres nationwide and targets to add 5 more by 2017. Through *RHB Premier*, customers are offered exclusive privileges which include personalised and priority services as well as comprehensive financial solutions. Eligible customers also get access to award winning funds by RHB Asset Management.

The *RHB Premier* presents four key themes, which are:

- **Access to a team of Certified Relationship Managers & Investment Specialists**
This provides customers with tailor-made wealth solutions to help achieve their financial goals, lifestyle needs and risk appetite for investment. With Business Advisory Services, customers are provided with assistance as well as advice and timely information on financial matters that may affect them as business owners. These services are particularly tailored to meet the needs of SME owners.
- **Convenient access to daily banking needs**
A range of privileged banking channels are readily accessible which include easy access to RHB My Money Tools. Customers are also provided with a 24-hour dedicated customer care line.
- **Lifestyle**
Customers can experience high levels of personalised services with the opportunity to participate in *RHB Premier* events that resonate with their lifestyle and interests while enabling them to widen their network.

- **RHB Premier Visa Infinite Credit & Debit Card**

Customers will receive the Premier Visa Infinite Credit & Debit Cards that offer exclusive privileges and benefits.

In line with its launch, *RHB Premier* has also introduced *RHB Premier* Visa Infinite Credit and Debit Card Privileges which delight customers with Reward Points, Golf Privileges, Lounge Privileges and Travel Privileges.

The Visa Infinite Debit Card is the first ever product in Asia Pacific with benefits which include dedicated and exclusive Travel Concierge for end-to-end travel arrangements. The Visa Infinite Credit Card is the most rewarding 'Points Card' without a cap on points earned for both overseas and local card spending. Customers get to enjoy unlimited airport lounge access at six locations from London to Taipei plus, eight times reward points which is one of the best in town.

For more information, customers may log on to www.rhbgroup.com or call 03-9206 8118.

Issued on behalf of RHB Bank Berhad by the Group Marketing & Communications Division, RHB Capital Berhad. For more information, please contact Norazzah Sulaiman at 012-644 8321/ norazzah@rhbgroup.com or Cynthia Blemin at 012-249 4071/ cynthia.blemin@rhbgroup.com.

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 main business pillars, namely Group Retail Banking, Group Business & Transaction Banking, Group Wholesale Banking, Singapore Business Operations, Group Shariah Business, Group International Business and Group Insurance. Group Wholesale Banking comprises Corporate Banking, Investment Banking, Client Coverage, Group Treasury & Global Markets, Asset Management and Private Equity. All the seven business pillars are offered through the Group's main subsidiaries - RHB Bank Berhad, RHB Investment Bank Berhad, RHB Islamic Bank Berhad and RHB Insurance 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.