



**FOR IMMEDIATE RELEASE**

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## **RHB INTRODUCES SME BANKING PORTAL, THE FIRST IN THE MARKET**

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Kuala Lumpur - RHB Bank Berhad ("RHB") has introduced the RHB SME Banking Portal, the first online portal that provides SME clients with quick access to information and products relevant to their businesses. The RHB's SME Banking Portal is the first of its kind in the market.

The RHB SME Banking Portal list of features include online account application, online loan/financing application, product information for SME's, an SME Knowledge Centre, and business tools to help make informed decisions. SMEs can now submit their application for a current account and loan/financing through this online platform, and also get up-to-date market insights and treasury reports, amongst other pertinent information available on the portal.

"In line with RHB's Digital Transformation, the RHB SME Banking Portal was designed for us to reach out to SMEs. With this portal, our SME clients have information at the tip of their fingers on SME products and will be able to submit their applications for a current account without the hassle of going to our branches. To encourage adoption of this new channel, RHB is offering preferential rates to clients who successfully apply for a current account online for limited time," said Datin Amy Ooi, Head of Group Business and Transaction Banking.

Amy added, "We target to have 20,000 unique visits to the RHB SME Banking Portal and 500 new clients via this portal by year end. At RHB, we continuously strive to provide our customers with simple, fast and seamless banking experiences."

To enjoy an enhanced digital banking experience, SMEs may log on to <https://www.rhbgroup.com/sme>

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*Issued on behalf of RHB Bank Berhad by Group Corporate Communications. For more information, please contact Alicia Pinto at 012-349 6364/ [alicia.christine.pinto@rhbgroup.com](mailto:alicia.christine.pinto@rhbgroup.com) or Cynthia Blemin at 012-249 4071/ [cynthia.blemin@rhbgroup.com](mailto:cynthia.blemin@rhbgroup.com)*

## **About RHB Banking Group**

*The RHB Banking Group, with RHB Bank Berhad as the holding company, is the fourth largest fully integrated financial services group in Malaysia. The Group's core businesses are structured into seven main business pillars, namely Group Retail Banking, Group Business & Transaction Banking, Group Wholesale Banking, RHB Singapore, Group Shariah Business, Group International Business and Group Insurance. Group Wholesale Banking comprises Corporate Banking, Investment Banking, Group Treasury & Global Markets, Asset Management and Private Equity. All the seven business pillars are offered through the Group's main subsidiaries – 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/China, Vietnam, Lao PDR and Myanmar.*

*For more information, please visit [www.rhbgroup.com](http://www.rhbgroup.com)*