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RHB invests in children and youth development for a sustainable future

Kuala Lumpur – RHB Foundation (RHBF), launched two educational initiatives as part of its commitment towards *Nurturing Future Generations*.

Nurturing Future Generations (NFG), one of four pillars under RHBF aims to nurture and empower children and youth to achieve their fullest potential. Established in 2015, RHBF has allocated RM2 million to drive '*RHB X-Cel*' and '*RHB MoneyMaster*' initiatives over the next two years.

"As an organisation that strongly supports continuous learning, RHB Banking Group is pleased to provide the younger generation with a platform to sharpen their knowledge and skill sets to enable them to excel academically," said RHB Foundation Chairman and Group Managing Director, Dato' Khairussaleh Ramli.

He also said that RHB recognises that investing in children and youth is essential for achieving the nation's growth aspirations of inclusive and sustainable development. He further added that as a leading local bank, it is RHB's responsibility to educate the younger generation to appreciate the importance of savings and sound financial management.

"As such, we are proud that RHB's Nurturing Future Generations programme is aligned with the United Nations Sustainable Development Goals for Quality Education and Building Sustainable Communities', he said.

The event was officiated by YAB Tuan Amirudin Shari, Dato' Menteri Besar Selangor. Also present was En. Izehari Basar, the Deputy Director of the Examinations Board (Operations), En. Pesol Md Saad, the Deputy Director (Schools), Department of School Management as well as officials from the Education Departments of Kuala Lumpur and Selangor.

Speaking at the launch, YAB Tuan Amirudin said, "RHB Foundation recognises the need of our future generations particularly the children from B40 background and the need to elevate their socio-economic standing. The two programmes – RHB Money Master & X-Cel, can help lift the level of education and knowledge especially among the B40 students. Not only would they have a chance to

excel academically but they will also be financially literate to achieve financial freedom. Hence, the objective to elevate their socio-economic standing would be materialized and in this regards, help our nation achieve its overarching goals as laid down by our YAB Prime Minister in his speech when presenting the review to the 11th Malaysian Plan.”

‘RHB X-Cel’ is an academic excellence programme aimed at providing deserving children and youth from the underprivileged segments of the community with equal opportunities to excel academically through structured learning aids and tuition classes, focusing on 5 core subjects. Introduced for the first time this year, more than 800 students from 18 schools across the nation have been selected to be part of this programme for academic year 2018. RHB X-Cel is expected to impact an additional 1000 students in 2019.

Realizing the importance of personal financial management amongst children and youth, RHB also introduced ‘RHB Money Master’, a financial literacy programme, targeted at secondary schools and college/university students, to educate the younger generation in managing their finances, cultivating healthy savings habit and teaching them to achieve financial freedom at a young age. Launched in February this year, RHB Money Master includes 90-minute interactive sessions covering important topics such as savings tips, opening of banks accounts and how to recognise as well as avoid financial scams. To date, RHB has reached out to 9151 students from 43 schools across the nation.

Issued on behalf of RHB Banking Group by Group Corporate Communications. For more information, please contact Norazzah Sulaiman at 03-9280 2125/ norazzah@rhbgroup.com or Cynthia Blemin at 012-249 4071/ cynthia.blemin@rhbgroup.com.

About the 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.

RHB Foundation is a non-profit organization, established in December 2015 primarily to drive the Group’s community engagement initiatives, focusing on the underserved and underprivileged members of the community with special emphasis on children and youth.

For more information, please visit www.rhbgroup.com