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RHB RECOGNISED FOR HOLISTIC INNOVATIONS IN COMMUNITY BANKING

Kuala Lumpur – RHB Banking Group (“RHB” or the “Group”) recently clinched a total of 7 regional industry awards in recognition for its holistic approach in innovating and elevating the banking experience of its retail and business banking customers. This further enhances its position as a preferred community banking partner in line with its commitment in delivering excellent service to customers.

RHB continues to strengthen its customer proposition through enhanced products and services, as well as improved overall banking experience, by focusing on end-to-end delivery facilitated by its extensive digital ecosystem. In recognition of its various achievements, the Group has received several community banking awards including being named Best Retail Bank in Malaysia at the annual Asian Banker Excellence in Retail Financial Services Awards 2022, further solidifying the Group’s commitment in championing innovation and service excellence.

The Group was also awarded the Excellence in SME Banking award for its innovative approach in enhancing its digital SME ecosystem at the Retail Banker International Asia Trailblazer Awards 2022, and Best Trade Finance Bank in Malaysia at the annual Alpha Southeast Asia Best Financial Institutions Awards 2022, the Group’s fifth win in six years. In addition to these, RHB was named Best Digital Bank in Malaysia at the Alpha Southeast Asia Best Financial Institutions Awards 2022.

“Our innovative approach to the development and delivery of financial solutions through high levels of digitalisation creates a more seamless and secure, and personalised end-to-end banking experience for our customers. This has greatly benefitted our customers and as a result, our

digital transactions have increased significantly from 64% in 2017 to 93% at the end of 2021, and we expect for this to accelerate to 95% by 2024.

We have seen similar progress within the SME segment that encourages us to continue enhancing our digital SME ecosystem. This has resulted in a number of first-in-market solutions including API integration for merchants as well as RHB SME e-Solutions, which forms part of our larger SME Online Financing platform. Apart from that, our versatile RHB Reflex allows customers to manage cash flow through account, payment, collection and liquidity management.

As a trusted financial institution with deep roots within our local communities, these awards reflect our commitment in prioritising customer experience by bringing together the best digital experiences for the benefit of our customers. This is in line with our recently launched Together We Progress 24 (TWP24) 2022-2024 strategy, where our focus includes delivering market-leading and seamless customer experience that holistically addresses our customer's personal and business needs," said Mohd Rashid Mohamad, Group Managing Director / Group Chief Executive Officer of RHB Banking Group.

RHB's continued digital innovation also saw the Group winning the Best Use of Technology in Advertising / Marketing Strategy award for its informative RHB Money Chat programme. The Group also won Best Content Marketing Program at the Retail Banker International Asia Trailblazer Awards 2022, while RHB Investment Bank was recognised as Best M&A House in Malaysia by Alpha Southeast Asia Best Financial Institutions Awards 2022.
