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## RHB WINS SILVER AT PUTRA BRAND AWARDS

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**Kuala Lumpur** – RHB Banking Group (“RHB” or the “Group”) has been recognised with a Silver award in Banking, Investment and Insurance at the recent Putra Brand Awards. This represents the Group’s fifth consecutive year of being recognised as a leader within the financial services industry at the prestigious event.

“RHB has, over the years, strengthened its brand presence and become a financial services group that is built on purpose, connecting with every segment of our customers. Our aspiration to be a leader in Service Excellence hinges on our relationship with our customers and our ability to create value and deliver service excellence. Core to the success of our Together We Progress 24 (“TWP24”) corporate strategy is our RHB Way service standards, anchored against three service commitments, namely to Build Trust, Deliver Convenience and Create Value.

Through RHB Way, we had implemented various initiatives towards driving even greater service excellence at every customer touchpoint. This has positively impacted the Group’s position amongst consumers, which is reflective of RHB winning Silver at Putra Brand Awards compared to Bronze last year. Our efforts in driving customer prioritisation had also contributed towards the significant improvement in our Net Promoter Score (“NPS”), achieving third highest in overall ranking within the country with a score of +12.

This recognition at the Putra Brand Awards 2022 for the fifth consecutive year underlines our consistent and continued efforts in building strong, lasting, and meaningful connections with our target audience which inspires us to do even better. We aim to continue solidifying our brand

positioning through RHB Way, focusing on re-energizing our service culture, elevating our service levels further towards delivering market leading service differentiation,” Mohd Rashid Mohamad, Group Managing Director / Group Chief Executive Officer, RHB Banking Group.

The Putra Brand Awards is an initiative by the Association of Accredited Advertising Agents Malaysia (“4A”) to recognize local and international brands that have made a lasting impact amongst all Malaysians. The award recipients were shortlisted and selected by consumers across Peninsular and East Malaysia. This year marks the fifth year of RHB Banking Group being recognised as a preferred choice amongst Malaysian consumers at the coveted award ceremony.

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