

## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

**21 MARCH 2024**

---

# RHB MYSISWA DEBIT CARD-I FUELS STUDENT FINANCIAL EMPOWERMENT

*Over 560,000 accounts opened and close to RM140 million transactions recorded as at February 2024*

---

**Kuala Lumpur** – RHB Islamic Bank Berhad (“RHB Islamic”) recently concluded a highly successful run of the RHB MySiswa Debit Card-i Privileges Campaign, which saw the grand prize winner driving home a brand-new Perodua Axia 1.0 SE. This MySiswa Debit Card-i is a collaborative initiative with the Ministry of Higher Education (“MOHE”) that aims to financially empower public university students.

The RHB MySiswa Debit Card-i has become a symbol of financial empowerment, seamlessly combining the functionalities of both a student matriculation card and a debit card. It offers students convenient access to university services and the ability to manage their finances responsibly with cashless payments. Serving as an integrated card, it provides students access to university support services, including attendance registration, door entry, and library services, while empowering them to manage their funds effectively.

Dato’ Adissadikin Ali, Managing Director and Chief Executive Officer of RHB Islamic Bank Berhad said, “The RHB MySiswa Debit Card-i goes beyond a traditional debit card. It is a lifestyle enabler that seamlessly integrates with student life. More than just a financial tool, it empowers young Malaysians, particularly university students, to take control of their finances and build a foundation for responsible habits. As at February 2024, we issued over 560,000 RHB MySiswa Debit Card-i cards and logged a cumulative transaction volume of close to RM140 million, underscoring its widespread popularity within the university student community.”

Building on the overwhelming response to the first season campaign, Season 2 campaign witnessed an impressive 255% surge in total spending, reaching nearly RM90 million in transactions by the end of the five-month campaign. As a financial tool, the RHB MySiswa Debit Card-i resonates with students, offering a convenient and efficient means of managing funds while enjoying exclusive discounts and promotions from over 100 participating merchants across various categories, including food and beverages, transportation, education, e-sports and gaming, lifestyle products and other services such as telecommunication packages.

Seasons 1 & 2 of the RHB MySiswa Debit Card-i Privileges Campaign culminated in a much-anticipated prize-giving ceremony. The grand prize winner walked away with a brand-new Perodua Axia 1.0 SE worth RM44,000, while 15 students received MacBook Airs, each valued at RM6,199.

Dato' Adissadikin said, "At RHB Islamic, fostering financial inclusion and empowering the future generation is a core commitment. In line with this, we are delighted to announce the launch of Season 3 of the RHB MySiswa Debit Card-i Privileges Campaign, which runs until 31 December 2024. This season continues to reward students with attractive gifts. At the end of the campaign, 850 monthly prize winners and 5 grand prize winners are eligible to win from a prize pool worth RM240,000. This campaign serves as a testament to RHB Islamic's ongoing commitment to working with MOHE, promoting financial inclusion and empowering future generations."

Public university students can explore the benefits of the RHB MySiswa Debit Card-i by visiting the RHB Joy@Uni portal at <https://www.rhbgroup.com/personal/deposits/joy-at-uni/index.html>