

NEWS RELEASE

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RHB'S Heartwarming Raya Ad Strikes a Chord with Malaysians

Kuala Lumpur – Leading up to Eid-al-Fitr, RHB Banking Group (“RHB” or the “Group”) released a heartwarming short film ala festive ad titled “Lembaran Baharu” (Forgiveness). The film recounts the remarkable act of compassion by Malaysian lawyer Ahmad Zaharil Muhaiyar. The film has swiftly captured the hearts of Malaysians, garnering over 10.2 million views, 151,000 likes, and 33,000 shares across all of RHB’s digital platforms.

In tandem with the release of “Lembaran Baharu”, RHB demonstrated its continued commitment to community well-being. The Group celebrated the spirit of solidarity with those in need, at a pre-Hari Raya shopping initiative for 65 underprivileged families within the Klang Valley and Selangor, comprising low-income households, including single mothers, individuals battling critical illnesses, and senior citizens facing health challenges or caring for grandchildren without family support, at a major departmental store in Kepong, Kuala Lumpur.

Mohd Rashid Mohamad, Group Managing Director/Group Chief Executive Officer of RHB Banking Group, emphasised the importance of connecting and interacting meaningfully with the community particularly the underprivileged, leveraging social media to facilitate genuine engagement and understanding. “With the world becoming even more divided these days, we hope that by spotlighting Zaharil's story, we can inspire people to embrace diversity and be more compassionate and open in giving others a chance at a new start.”

“Through our ‘Lembaran Baharu’ short film, we aim to encourage compassion and unity, sentiments that we further embodied by recently bringing the joy of Hari Raya for 65 underprivileged families in the Klang Valley. With each family receiving RM700 in cash and a supermarket gift card worth RM300, our goal was not only to ease their financial burden especially with the Raya celebration just around the corner, but also to foster a deeper sense of togetherness and support during this meaningful time of year,” highlighted Mohd Rashid.

In the spirit of solidarity and forgiveness, RHB's short film "Lembaran Baharu" recounts the story of En. Ahmad Zaharil, who found himself representing a woman who had stolen a pencil case as a gift for her son, a top scorer in his class in 1998. Zaharil took on her case pro bono, ultimately helping to have her sentence reduced to a "Good Behaviour Bond" instead of seven years in jail. Nearly two decades later, a young man approached Zaharil, revealing himself as the son of the woman he had defended. Inspired by Zaharil's compassion, the young man followed in his footsteps, becoming a lawyer himself.

Guided by its purpose of 'Making Progress Happen for Everyone', RHB remains steadfast in its commitment to live up to its brand promise of 'Together We Progress' by helping people and businesses grow and succeed. "As we embolden Malaysians to embrace their narratives of growth, we reinforce our unwavering commitment to nurturing a society built on compassion and inclusivity," added Mohd Rashid.

Watch RHB's inspiring 'Lembaran Baharu' video on YouTube by clicking [here](#) or scanning the QR code.

