

NEWS RELEASE

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RHB HONOURED FOR CUSTOMER-CENTRIC INNOVATIONS AND SERVICE EXCELLENCE

Group clinches multiple awards at the RBI Asia Trailblazer Awards 2024 and one award at the Alpha South East Asia Transaction Banking Awards 2023

Kuala Lumpur – RHB Banking Group (“RHB” or the “Group”) has affirmed its leadership in Malaysia’s banking sector by clinching multiple prestigious awards. This recognition at the Retail Banker International (“RBI”) Asia Trailblazer Awards 2024 and Alpha South East Asia Transaction Banking Awards 2023 underscore RHB’s unwavering commitment to delivering customer-centric innovation, financial inclusion, and sustainability practices.

At the prestigious and regional **RBI Asia Trailblazer Awards 2024** held in Singapore, RHB brought home the Best Retail Bank-Malaysia, Excellence in Internet Banking, Excellence in SME Banking, Best Advance in Sustainability Practices, Best CSR Initiative – Contribution to Local Community, and Excellence in Loan Origination Process awards. Meanwhile, at the **Alpha South East Asia Transaction Banking Awards 2023**, RHB’s innovative Reflex Trade Finance solution was recognised for being the Best Online Trade Facilitation Solution.

“RHB’s exceptional achievements at the RBI Asia Trailblazer Awards 2024 and Alpha South East Asia Transaction Banking Awards 2023 solidify our position as a leading player in Malaysia’s banking industry and validates our customers’ trust in us. In line with RHB’s **Together We Progress 2024** (“TWP24”) corporate strategy, we are fully committed to making progress happen for everyone by driving financial inclusion and contributing positively to the Malaysian economy. These awards are a testament to RHB’s dedication to innovation, social responsibility, and delivering exceptional value to our customers,” said Mohd Rashid Mohamad, Group Managing Director/Group Chief Executive Officer of RHB Banking Group.

Understanding the evolving expectations of tech-savvy customers, RHB has proactively transformed its customer engagement strategy through digital initiatives. Leveraging agile principles, data analytics, and artificial intelligence, the Group has automated 45% of key processes and modernised over 60% of its systems to date. This digital transformation has not only enhanced customer experience but also streamlined processes, increased productivity, and optimised operations. In 2023, digital transactions accounted for approximately 83% of all transactions, and the Group's online banking customer base grew to 2.5 million, marking a 44% increase from the previous year.

RHB's customer-centric approach and diverse portfolio have positioned them as a leader in Malaysia's retail banking sector. The Group promotes financial inclusion by providing accessible solutions like the RHB MySiswa Debit Card-i. This integrated card complements university support services and offers exclusive benefits. Cumulatively, between 2022-2023, the MySiswa programme successfully onboarded over 600,000 students, driving significant growth in Current Account and Savings Account ("CASA") to RM196 million and fixed deposit to close to RM940 million. RHB's commitment to education extends further with RHB EduGo, a comprehensive ecosystem of banking solutions and digital tools designed for the education sector.

RHB's strategic initiatives also go beyond individual empowerment, as exemplified by its holistic community outreach programmes such as RHB Touch Hearts and RHB #JomBiz. In 2023, RHB Touch Hearts, an employee advocacy community initiative, successfully raised close to RM750,000 for over 40 humanitarian and environmental programmes, garnering participation from more than 10,000 employees across various ASEAN countries. Similarly, RHB #JomBiz, an upskilling programme tailored for B40 Micro-SMEs, provided essential seed funding to 60 promising businesses, further nurturing entrepreneurship and economic growth within the community.

The Group's consistent growth, coupled with its award recognition at the RBI Asia Trailblazer Awards 2024 and Alpha South East Asia Transaction Banking Awards 2023, reinforces its commitment to excellence and its dedication to providing innovative solutions that cater to the diverse needs of its customers. RHB's focus on innovation, social responsibility, and customer satisfaction propels it forward, ensuring that progress results in a tangible outcome for everyone it serves.

APPENDIX

Comments by the panel of judges of RHB's award entries:

RBI Asia Trailblazer Awards 2024

- **Winner- Best Retail Bank – Malaysia**
RHB Bank is advancing its engagement with communities by addressing their personal and business requirements through simplified, digitised and localised solutions, making them the Best Retail Bank in Malaysia.
- **Winner- Excellence in Internet Banking**
The RHB Internet Banking platform enhances customer satisfaction by providing an efficient and user-friendly means to request service making them winners of this coveted title.
- **Winner- Excellence in SME Banking**
RHB Bank have promoted the integration of ESG principles into the business practices of several SMEs to date. They have efficiently worked towards offering a range of business advisory services and sustainable platforms for SMEs to choose from.
- **Winner- Best Advance in Sustainability Practices**
With a vision to achieve carbon neutrality by 2030, RHB Bank has introduced several sustainable and responsible finance initiatives that would potentially help minimise the group's environmental footprint.
- **Winner- Best CSR Initiative – Contribution to Local Community**
RHB Bank's commitment to promoting sustainability and inclusivity drove the launch of programmes that addressed customer demands and encouraged quality growth.
- **Winner- Excellence in Loan Origination Process**
To provide SME's with an easier way to access funds encouraged RHB Bank to utilise advanced technologies and data analytics in building their user-friendly online financing platform.

Alpha South East Asia Transaction Banking Awards 2023

Best Online Trade Facilitation Solution

As one of the country's leading banks, RHB's Reflex Trade Finance is a clear market leader when it comes to providing innovative trade finance solutions to trading companies in Malaysia. The bank's unique proposition is the result of its banking franchise that allows the leading trade finance bank to present a diversity of products to its broad array of customer ranging from SMEs, corporates and host of entities in between. RHB's Reflex Trade Finance is a multi-faceted solution developed to facilitate quicker turnaround for payment, receivables, tracking and reporting or put simply, create ease for all parties involved. Therefore, the award for Best Online Trade Facilitation Solution award goes to RHB for its Reflex Trade Finance solution.