

NEWS RELEASE

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RHB EXPANDS FINANCIAL LITERACY PROGRAMME FOR CHILDREN WITH NEW “BRANCH” AT KIDZANIA KL

Group promotes smart financial management in children through hands-on experiential learning at KidZania Kuala Lumpur

Kuala Lumpur – Excitement filled the air as dozens of primary schoolchildren eagerly raised their hands, participating in RHB Banking Group’s (“RHB” or the “Group”) interactive, hands-on financial literacy workshop that brought financial education to life in a fun-filled, half-day session. RHB continues its mission to nurture smart financial habits among the younger generation by expanding its financial literacy programme with an interactive ‘branch’ at KidZania Kuala Lumpur (“KidZania KL”).

The workshop introduced essential financial skills, including saving, budgeting, and environmentally conscious practices. Through the integration of RHB’s Ocean Harmoni’s 3R Tips (Reduce, Reuse, Recycle) and 3S Principles (Save, Share, Spend), children were taught the fundamentals of financial management in an entertaining and memorable way.

Earlier this year, RHB entered into a partnership with KidZania KL, a leading edutainment centre, to provide children with an immersive experience that encourages financial literacy through play. Commenting on the partnership, Jeffrey Ng Eow Oo, Managing Director of Group Community Banking, RHB Banking Group, said, “Our partnership with Kidzania KL marks a significant step in broadening the reach of our financial literacy programme. By creating fun, interactive experiences, we are able to prepare them for a brighter financial future.”

As the official Bank of KidZania KL, RHB provides children with the unique opportunity to role-play as financial advisors, allowing them to make investment decisions in various business scenarios. Kids can also open a KidZania bank account to deposit their kidZos (the currency used inside KidZania) and receive a RHB-themed debit card, which they can use to withdraw their kidZos from ATM machines within the park. Through engaging and realistic re-enactments of banking and financial scenarios, children are introduced

to the basics of financial literacy and banking, sparking their curiosity to learn more about finances as they grow.

While the children engaged in learning, parents explored special promotions on the RHB Junior Savings Account and RHB Children Account-i, designed to help families apply these financial lessons at home.

From now until the end of this year, RHB cardholders can enjoy up to 20% cashback on admission tickets and in-store purchases at KidZania KL. Plus, with every KidZania PaZZport application made using RHB Cards/-i, cardholders” will receive an extra 10 KidZos.

Additionally, parents who present a KidZania Card at any RHB Bank branch will benefit from waived initial deposit and card issuance fees when opening an RHB RHB Junior Savings Account and RHB Children Account-i.

RHB’s continued presence at KidZania KL reflects its commitment to financial inclusion and education for all, particularly the younger generation, in line with its mission of Making Progress Happen for Everyone. Under its 5-year Sustainability Strategy & Roadmap, the Group is committed to empowering over 2 million targeted individuals and businesses by 2026 through financial literacy programmes tailored to youth and vulnerable communities.

For more information on the RHB and KidZania KL’s partnership, visit <https://www.rhbgroup.com/kidzania/index.html> or scan the QR code.

