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RHB SIGNS MULTIPLE PARTNERSHIPS TO ENHANCE MALAYSIANS' TRAVEL EXPERIENCE

Kuala Lumpur – Malaysians can look forward to more exciting travel opportunities in 2025, as the Malaysian Association of Tour & Travel Agents (MATTA) Fair prepares to return. The MATTA Fair has strengthened its collaboration with RHB Banking Group (“RHB” or the “Group”) through the signing of three Memorandum of Understanding (MOU) agreements. This partnership promises to provide exclusive travel deals and financial solutions to Malaysian travellers.

At MATTA Fair 2024 in Kuala Lumpur, RHB renewed its Exclusive Platinum Sponsorship for the second consecutive year, reaffirming its commitment to enhancing the travel experience with a wide range of promotions, discounts and travel-related deals for both visitors and business partners at MATTA Fair 2025.

“We recognise that Malaysians are seeking more meaningful and enriching travel experiences, and our renewed partnership with MATTA Fair positions us to empower these journeys with innovative financial solutions,” said Jeffrey Ng Eow Oo, Managing Director of Group Community Banking at RHB. “By renewing our Exclusive Platinum Sponsorship, we continue to provide Malaysians with the right financial tools that not only complement their passion for adventure but also support their aspirations for progress on a global scale.”

“The 65% year-on-year growth in new users and a 35% rise in spending as at August 2024 reflects the strong demand for solutions that make global travel more convenient and rewarding. The RHB Multi Currency Visa Debit Card/-i eliminates the need to carry multiple physical currencies, offering travellers the convenience of seamless digital payments in their preferred currency,” added Ng.

Additionally, during the MATTA Fair event, RHB Islamic entered into a collaboration agreement with Mitra Malaysia Sdn. Bhd. and Juara Travel & Tours Sdn. Bhd to launch its *Jom Umrah dan Pelancongan Muslim Bersama RHB* campaign, offering exclusive benefits for Umrah or Muslim travel packages. Dato’ Adissadikin Ali, Managing Director and Chief Executive Officer of RHB Islamic Bank, said, “This initiative enables Muslim travellers to fulfill their Umrah and Hajj obligations or explore Muslim-friendly destinations with enhanced convenience. Supported by our RHB Multi Currency Visa Debit Card/-i, this campaign is designed to provide seamless and rewarding travel experiences, reflecting our commitment to addressing the unique needs of our Muslim clients.”

Furthermore, MATTA’s business partners and travellers can leverage RHB’s competitive USD Term Deposit and Fixed Deposit options, as well as favourable foreign exchange rates for 49 currency pairs,

and cash rebates on telegraphic transfer charges for overseas fund remittances. Long-term FX traders can also utilise the RHB Reflex platform to manage transactions via its Live FX Feature. These offerings are designed to help MATTA's business partners and travellers manage their finances effectively, whether it is for long-term planning or day-to-day expenses during their travels.

Dato' Fad'l Mohamed, Managing Director of Group Wholesale Banking at RHB Banking Group, said, "RHB is pleased to introduce exclusive deposit and foreign exchange rates for MATTA and its members, reinforcing our ambition to be the preferred partner for FX transactions. This initiative reflects our commitment to innovation and exceptional client service, strengthening our positioning as a leader in the financial sector. By offering these tailored rates, we aim to meet the evolving needs of our clients, strengthen their financial strategies, and further our leadership in foreign exchange services."