

## NEWS RELEASE

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# RHB BANK UNVEILS MIRI PREMIER CENTRE: ELEVATING WEALTH MANAGEMENT FOR EAST MALAYSIA'S AFFLUENT CLIENTS

Miri Becomes the Second Premier Centre in East Malaysia

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**Miri, Sarawak** – RHB Banking Group (“RHB” or the “Group”) has officially launched its Miri Premier Centre, reinforcing its commitment to delivering bespoke financial solutions and an enhanced banking experience to affluent clients and high-net-worth individuals in the state. Strategically located in the heart of Miri town, the new Premier Centre offers RHB Premier clients with a comprehensive suite of wealth management services, lifestyle privileges, and personalised banking solutions.

The Miri Premier Centre expands RHB’s exclusive Premier banking services in Sarawak, complementing its existing presence in Kuching. With this new addition, RHB now directly serves over 1,000 Premier clients in Miri, Lawas, Limbang, and surrounding areas. Across Sarawak, RHB’s Premier Banking portfolio encompasses close to 6,000 clients. This expansion is expected to drive a 10% year-on-year growth in client acquisition and engagement, further cementing its role in RHB’s regional growth strategy.

As Sarawak continues to emerge as a pivotal economic hub, the Miri Premier Centre underscores RHB’s commitment to serving Sarawak’s growing affluent segment. The Centre provides a holistic suite of investment, insurance, wealth management, and financing solutions tailored to meet the unique financial needs of affluent clients.

“As part of our broader strategy to expand our Premier Banking network, the Miri Premier Centre enables us to strengthen relationships with existing clients while attracting new customers, including those from Brunei. Our goal is to deliver exceptional value through personalised service, innovative solutions, and a deep understanding of our clients’ financial aspirations,” said Tuan Haji Mohammad Tony Ong Abdullah, Regional Director, Sarawak, Group Retail Distribution, RHB Banking Group.

The Miri Premier Centre offers an array of exclusive services and state-of-the-art facilities designed to enhance the Premier banking experience:

- **Personalised Wealth Management:** Tailored financial planning, investment advisory, and portfolio management services.

- **Dedicated Relationship Managers:** Experienced professionals providing bespoke advice to meet individual financial goals.
- **Priority Banking Services:** Efficient, streamlined processes for transactions, loans, and wealth management.
- **State-of-the-Art Facilities:** Private consultation rooms for confidential discussions and luxurious lounge areas for client comfort.

The Centre exemplifies RHB's strategic objectives by seamlessly integrating a digital-first approach with a commitment to personalised service. Clients benefit from innovative tools like wealth management apps and online platforms, ensuring they can access financial services anytime, anywhere, while still receiving dedicated support from dedicated Relationship Managers.

Beyond serving as a banking hub, the Miri Premier Centre plays a role in contributing to Sarawak's economic development. By fostering long-term relationships with the local community and empowering clients with financial tools to drive growth and resilience, RHB reinforces its commitment to the state's prosperity.

The launch of the Miri Premier Centre will be followed by a series of exclusive events, including networking sessions and small business engagements, aimed at strengthening relationships with Premier clients and the broader community. RHB views Sarawak as a key growth market and remains dedicated to supporting the state's position as a dynamic financial hub.

For more information about the Miri Premier Centre and RHB's Premier Banking services, visit <https://www.rhbgroup.com/overview/premier/index.html>