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RHB UNVEILS PROGRESS27 TO DRIVE SERVICE EXCELLENCE, PROFITABILITY, AND PURPOSEFUL GROWTH

A strategic roadmap for profitable growth and customer excellence

Kuala Lumpur – RHB Banking Group (“RHB” or the “Group”) today unveiled PROGRESS27, its new three-year strategic roadmap (2025-2027), focused on delivering exceptional customer service, driving high profitability, and reinforcing its position as a responsible and purposeful financial services group.

Building on the success of its Together We Progress 24 (“TWP24”) strategy which delivered a strong 6.0% Profit After Tax Compound Annual Growth Rate (“PAT CAGR”), RHB is well-positioned for its next phase of growth. TWP24 fostered significant expansion in retail and SME banking, accelerated digital adoption, and improved operational efficiency, laying a solid foundation for PROGRESS27. This new strategy sets the course for RHB’s continued transformation and long-term value creation.

Dato’ Mohd Rashid Mohamad, Group Managing Director/Group Chief Executive Officer of RHB Banking Group, said, “*PROGRESS27* builds upon our previous successes and positions us for continued growth and innovation. We will focus on becoming the *Best Service Bank*, driving *High Profitability*, and upholding our commitment as a *Responsible, Purposeful financial institution*. This roadmap ensures we remain agile in a rapidly evolving financial landscape while continuing to deliver innovative, customer-centric solutions and meaningful impact to society.”

The three pillars of PROGRESS27:

- **Best Service Bank:** Delivering faster, more convenient, and simply more enjoyable customer experiences through service excellence, enhanced digital journeys, and leading data, analytics and innovation capabilities
- **High Profitability Bank:** Improving the Group’s profitability through focused revenue expansion, cost optimisation and operational enhancement efforts
- **Responsible, Purposeful Bank:** Ensuring that the Group continues to play its role as a responsible financial institution, advancing sustainable finance, fostering financial inclusion, and advancing good governance – whilst also becoming increasingly purposeful in the way the Group serves its customers, continuing the evolution beyond a universal

product-led bank into a purposeful customer segment needs-led financial solution provider

To achieve these ambitions, RHB will roll out eight multi-year transformation programmes:

- In an increasingly mature banking market, the Group needs to be rigorous about expanding Net Interest Margin (“NIM”) and will drive initiatives that pursue growth in domestic loans portfolio and domestic CASA deposit balances (Two (2) of PROGRESS27 programmes pursue this).
- Beyond RHB’s lending business, dedicated programmes also endeavour to grow fee income by strengthening its retail wealth proposition and improving the Group’s wholesale banking client relationship model (Two (2) further programmes are designed to achieve these outcomes).
- The Group then also looks beyond income, and dedicates focus on operational efficiency. PROGRESS27 aims to increase productivity through a multi-year programme. The Group will also improve the profitability of its international footprint by maximising synergies between countries through a dedicated international business programme.
- Two (2) final programmes will be dedicated towards achieving broader non-financial value creation goals. The Group will embed ESG-driven strategies to drive sustainability as well as scale digital and technology to improve customer experience and satisfaction.

By 2027, RHB aims to achieve a Return on Equity (ROE) of 12%, reduce Cost-to-Income Ratio (CIR) to below 44.8%, and maintain a Gross Impaired Loan (GIL) ratio not exceeding 1.30%.

“With PROGRESS27, we are doubling down on innovation, operational excellence, and social responsibility to shape a sustainable and inclusive future for our customers, employees, and communities. As we embark on this journey, we remain committed to delivering superior value and ensuring long-term resilience in a dynamic financial ecosystem,” Dato’ Mohd Rashid concluded.