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RHB CELEBRATES INVESTORS AT TRIPLE WIN & DRIVE CAMPAIGN PRIZE GIVING CEREMONY

Campaign Draws Over 100 Million Entries, Underscoring Commitment to Empowering Investors

Kuala Lumpur – RHB Investment Bank recently celebrated the success of its Triple Win & Drive Campaign (“TWD Campaign”), a milestone initiative that attracted over 100 million entries and reinforced its commitment to empowering retail investors in their investment journey.

The event’s highlight was the grand prize presentation, where three top-performing investors drove home brand-new Perodua Ativa SUVs. The TWD Campaign’s success reflects growing investor confidence, boosted by RHB Investment Bank’s continued focus on providing innovative trading solutions and market insights.

Kevin Davies, Chief Executive Officer and Managing Director of RHB Investment Bank, shared, “The tremendous response of the TWD Campaign from over 100 million entries, which surpassed our target by 124%, is a testament to the confidence of our investors. Beyond the numbers, we saw a remarkable growth in new retail equity accounts, higher traded values, and a significant rise in share margin financing accounts.”

He added, “We celebrate not just our winners but the power of informed investing in driving financial success. The overwhelming participation reflects the enthusiasm of our investors, underscoring the vital role of financial literacy and responsible trading in building long-term wealth. At RHB Investment Bank, we remain committed to empowering retail investors and fostering a dynamic and thriving investment ecosystem.”

The TWD Campaign encouraged both new and existing investors to trade with purpose and offered exciting rewards for engaged traders. Participants earned entries for every RM1,000 of accumulated traded value, unlocking the chance to win exclusive prizes—including the coveted Perodua Ativa SUVs. Beyond the grand prizes, additional winners were recognised with shopping vouchers and SmartPoints, reinforcing RHB Investment Bank’s commitment to rewarding active investors.

Building on the success of the TWD Campaign, RHB Investment Bank announced the launch of its latest investor rewards campaign, **Trade & Win 2025: Power Up Your Trade**, offering greater incentives, including two brand-new Proton e.MAS vehicles and shopping vouchers worth up to RM300,000.

This new campaign will continue to be supported by RHB Research's award-winning market insights, accessible through RHB Morning Cuppa@8 on Facebook, a daily platform providing live stock market updates, economic trends, and expert analysis.

"We are committed to equipping investors with the knowledge and tools they need to navigate the market with confidence. Through initiatives like RHB Morning Cuppa@8, we continue to enhance financial literacy and provide real-time insights that empower smarter investment decisions," said Davies. "RHB Investment Bank will continue to innovate to create seamless, fast, and simple investment experiences, ensuring that we not only support today's investors but also nurture future generations of market participants."

With the success of the TWD Campaign and introduction of Trade & Win 2025, RHB Investment Bank continues to lead in shaping a vibrant and dynamic investment landscape in Malaysia.
