

## NEWS RELEASE

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### **RHB MYSISWA DEBIT CARD-i EMPOWERS OVER 343,000 STUDENTS WITH CASHLESS CONVENIENCE**

*With Transactions Exceeding RM389 Million as of January 2025, Reflecting Students' Preference for Cashless Payments*

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**Kuala Lumpur** – RHB Islamic Bank Berhad (“RHB Islamic”) has successfully concluded Season 3 of the RHB MySiswa Debit Card-i Privileges Campaign, a collaborative initiative with the Ministry of Higher Education (“MOHE”) to enhance financial empowerment among public university students. The campaign saw 850 monthly prize winners and 5 grand prize winners, sharing a prize pool of RM240,000 cashback and Commodity Murabahah Deposit-i.

With transactions surpassing RM389 million as of January 2025, the RHB MySiswa Debit Card-i seamlessly integrates student identification with banking functions, enabling cashless transactions while providing access to university services such as attendance registration, door entry, and library facilities. As a widely adopted financial tool, the card has empowered over 343,000 students, reflecting the growing financial awareness among students and their preference for digital and cashless payments.

“The RHB MySiswa Debit Card-i is more than just a payment tool – it reflects our commitment to empowering young Malaysians with the financial knowledge and resources they need to thrive in a digital-first world. This initiative aligns with RHB Islamic’s core values of promoting financial inclusion, driving innovation, and delivering customer-centric solutions. By integrating seamless cashless transactions with essential university services, we are not only enhancing convenience but also fostering responsible financial habits that will support students throughout their academic journey and future financial well-being,” said Dato’ Adissadikin Ali, Managing Director of RHB Islamic Bank Berhad.

The overwhelming response from previous campaign seasons saw RM90 million in transactions over ten months. Beyond secure and seamless payments, cardholders benefited from exclusive discounts at nearly 100 merchants, spanning food and beverages, transportation, education, lifestyle, and telecommunications.

The campaign culminated in an exciting prize-giving ceremony, where five grand prize winners walked away with RM10,000 each (RM5,000 in cash and RM5,000 in Commodity Murabahah Deposit-i), while 850 students received monthly cashback of up to RM1,000.

“RHB Islamic remains committed to financial inclusion and student empowerment. Through our ongoing collaboration with MOHE, we will continue enhancing the MySiswa Debit Card-i’s benefits, ensuring students have access to financial tools that support their academic journey and future financial well-being,” added Dato’ Adissadikin.

Public university students can explore the benefits of the RHB MySiswa Debit Card-i by visiting the RHB Joy@Uni portal at <https://www.rhbgroup.com/personal/deposits/joy-at-uni/index.html>

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