

## NEWS RELEASE

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28 MARCH 2025

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# RHB EMBARKS ON STRATEGIC ORGANISATIONAL REALIGNMENT TO POWER PROGRESS27 ASPIRATIONS

*Transformation strengthens leadership, enhances customer focus, and drives long-term growth*

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**Kuala Lumpur** – RHB Banking Group (“RHB” or the “Group”) today announced a strategic organisational realignment as part of its PROGRESS27 corporate strategy, aimed at driving profitable growth, enhancing customer-centricity, and reinforcing its position as a leading financial services provider.

**Dato’ Mohd Rashid Mohamad, Group Managing Director/Group Chief Executive Officer of RHB Banking Group**, stated, “This reorganisation is a pivotal step in achieving our PROGRESS27 aspirations—to become the *Best Service Bank*, driving *High Profitability* and upholding our commitment as a *Responsible and Purposeful financial institution*. It strengthens our senior management bench while enhancing focus, accountability, and execution – positioning us to drive sustainable growth, foster innovation, and deliver greater value for our stakeholders.”

### **Establishment of Group Corporate & Business Banking**

To drive greater synergy, efficiency and client centricity, RHB will establish Group Corporate & Business Banking (“GCBB”), consolidating Corporate Banking, Commercial Banking, and SME Banking under a unified structure, **effective 1 May 2025**. This strategic move enables:

- **Sharper B2B Focus:** Driving growth across Corporate, Commercial, and SME segments with a more targeted approach on non-retail businesses, supported by improved execution and customer segmentation.
- **Optimised Business Segmentation:** Ensure a clear distinction between income streams – GCBB will focus on Net Interest Margin (“NIM”) from lending and deposits, while Group Wholesale Banking (“GWB”) will drive Non-Interest Income (“NOII”) through investment banking, treasury, and transaction banking.
- **Strengthen Financial Resilience:** Diversify income streams, improve operational efficiency, and support long-term financial performance.

**Wendy Ting**, currently Managing Director of Group International Business & Corporate Banking, will be appointed Managing Director, Group Corporate & Business Banking.

### **Redefining the Focus of Group Wholesale Banking**

With the integration of Corporate Banking and Commercial Banking into GCBB, Group Wholesale Banking (“GWB”) will sharpen its strategic focus across five core areas; Investment Banking, Treasury & Global Markets, Transaction Banking, Client Coverage, and Economics. This transformation strengthens GWB’s capabilities in capital markets, advisory, and complex financial solutions, solidifying RHB’s position as a leader in wholesale banking.

RHB is in the process of identifying the most suitable leadership to take on the role of Managing Director of Group Wholesale Banking.

### **Strengthening Regional Leadership with Group International Business**

RHB will establish Group International Business (“GIB”) as a dedicated pillar to enhance regional leadership, agility, and market responsiveness. This move will enable the development of tailored strategies to address local market dynamics and regulatory environments. Effective **1 April 2025**:

- **Danny Quah**, currently CEO of RHB Singapore, will be appointed Managing Director, Group International Business. With a strong track record of regional leadership and market share growth, Danny will lead RHB’s international growth ambitions.
- **Goh Ken-Yi**, currently Deputy CEO of RHB Singapore, will succeed Danny as CEO, RHB Singapore, ensuring leadership continuity and driving growth across the region.

### **Unifying Brand, Customer Experience, and Social Impact**

To deliver a seamless customer experience and strengthen the RHB brand, the Group will integrate Group Corporate Communications, Group Marketing, Group Customer Experience, and Social Impact under the newly formed Group Brand & Customer Experience, **effective 1 April 2025**.

This unified strategic function aims to enhance customer-centricity and brand purpose by fostering closer collaboration across teams. The integration enables consistent and impactful communication, deeper stakeholder engagement, and a cohesive approach to driving meaningful social outcomes. By aligning these key functions, RHB is better positioned to adapt to evolving expectations and deliver long term value across all customer touchpoints.

**Norazzah Sulaiman**, currently Group Chief Sustainability & Communications Officer, will assume the role of Group Chief Brand & Customer Experience Officer.

### **Elevating Sustainability as a Strategic Priority**

To reinforce its commitment to sustainability, RHB will establish a dedicated Group Sustainability pillar reporting directly to the Group Managing Director, **effective 1 April 2025**. Group Sustainability will elevate and embed sustainability at the core of the Group’s business and

operations while continuing to serve as the centre of excellence for sustainability. It will also drive the strategic implementation of the Group’s sustainability initiatives and support RHB’s goal to achieve Net Zero emissions by 2050. Working closely with the business teams, Group Sustainability will also accelerate the growth of sustainable financial services and promote product innovation.

**Angus Salim**, currently Head of Sustainable Finance, will be the Officer-in-Charge of Group Sustainability.

“This realignment reinforces our commitment to driving performance, prioritising customer-first outcomes, and embedding sustainability at the heart of our business. It also strengthens RHB’s ability to deliver innovative, purpose- driven financial solutions, while fostering long-term value creation and organisational resilience. With a stronger, more agile leadership team, we are positioned to drive sustainable growth and create greater value for all our stakeholders,” added Dato’ Mohamad Rashid.

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