

NEWS RELEASE
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RHB COMMITS CLOSE TO RM1 MILLION TO SANTUNI MADANI INITIATIVE

*Marks Its Commitment with the Adoption of Kampung Gudang Garam, Segamat as the
Pilot Community*

Segamat, Johor – RHB Banking Group (“RHB” or “the Group”) is reaffirming its commitment to inclusive and sustainable community empowerment with an allocation of close to RM1 million over the next three years to support various initiatives under the Government of Malaysia’s Santuni MADANI programme.

As a first step, RHB has adopted Kampung Gudang Garam in Segamat, Johor, under the “*Satu Pemimpin Satu Kampung*” (One Leader, One Village) initiative. This marks the beginning of RHB’s broader support for the underserved communities in line with the Santuni MADANI vision.

Led by Prime Minister YAB Datuk Seri Anwar Ibrahim, Santuni MADANI calls for greater public-private sector collaboration to uplift vulnerable communities and narrow socio-economic gaps. Through this commitment, RHB will implement practical and sustainable initiatives that reflect the programme’s core values of compassion, inclusion, and progress.

“At RHB, we are deeply committed to the principles of the MADANI framework, which champions inclusive growth and community resilience. Our adoption of Kampung Gudang Garam under the ‘Satu Pemimpin Satu Kampung’ initiative is not just a symbolic gesture – it reflects our pledge to walk alongside the communities we serve, starting with Kampung Gudang Garam, Segamat and expanding across Malaysia,” said Dato’ Mohd Rashid Mohamad, Group Managing Director and Chief Executive Officer of RHB.

RHB’s initiatives under *Santuni MADANI* will focus on two key areas:

- **Basic Infrastructure** including development or improvement of essential infrastructure in communities with upskilling and/or reskilling in programmes that are in-demand.
- **Poverty Alleviation** through financial literacy, healthcare improvement, and learning recovery to B40 students.

“We believe meaningful progress comes from strong partnerships with the communities. Through our collaboration under *Santuni MADANI*, we hope to contribute to a more equitable and empowered Malaysia, where every community has the opportunity to thrive,” added Dato’ Mohd Rashid.

RHB’s engagement in Kampung Gudang Garam is part of its long-term commitment to nation-building and community development. As part of its broader sustainability aspirations, RHB aims to empower 2.5 million targeted individuals and businesses across ASEAN by 2027, with a strong focus on financial inclusion and community empowerment under its social impact agenda.
