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## **RHB UNVEILS FIRST-OF-ITS-KIND SMART ACCOUNT/-i WITH FLEXIBLE REWARDS**

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**Kuala Lumpur** – RHB Bank Berhad (“RHB” or the “Bank”) has launched its revamped RHB Smart Account/-i, a first-of-its-kind offering in Malaysia that gives customers the freedom to personalise how they are rewarded for everyday banking.

For the first time, account holders can choose between attractive bonus rates of up to 6.85% per annum or valuable loyalty points of up to 20,000 points, depending on their lifestyle needs. RHB Smart Account/-i is specially curated for salary earners, the account offers even greater rewards when customers consolidate their payroll and everyday banking needs with RHB. All of these are accessible and manageable via the RHB Mobile Banking platforms.

“We are reimagining everyday banking to be more personal, transparent and rewarding,” said Jeffrey Ng, Managing Director of RHB’s Group Community Banking. “This is about empowering our customers to bank on their own terms.”

Key features of the enhanced Smart Account/-i include:

- **Your rewards, your way** – Choose between Bonus Rates or Loyalty Points, directly via RHB’s online and mobile banking platforms.
- **More ways to earn** – Expanded rewards categories, designed to match real-life spending habits.
- **Live dashboard** – Tracks your reward performance in real time with no hidden terms or guess work.
- **Instant Control** – Change preferences and monitor goals with a sleek, intuitive interface on both desktop and mobile.

“The upgraded account is built for today’s fast moving, digital first lifestyles. It is a significant leap in our journey of digital innovation and customer-first banking. It puts flexibility and choice in the hands of our customers, aligning with their need for personalised and transparent banking. We aim to open 185,000 new accounts in 2025, as this becomes a key pillar of our retail proposition,” added Jeffrey Ng.

The RHB Smart Account/-i sets itself apart with its performance-tracking capabilities, transparent reward mechanics, and the intuitive user interface on both mobile and desktop platforms, making it easy for customers to monitor, manage, and optimise their account benefits in real time.

For more details, please visit <https://www.rhbgroup.com/smart/index.html>