

NEWS RELEASE
FOR IMMEDIATE RELEASE
30 JULY 2025

RHB ISLAMIC FORMS STRATEGIC ALLIANCE WITH AMANAH RAYA BERHAD TO STRENGTHEN ISLAMIC WEALTH MANAGEMENT AND LEGACY PLANNING

Kuala Lumpur – RHB Islamic Bank Berhad (“RHB Islamic” or “the Bank”) has announced a significant business and strategic agreement with Amanah Raya Berhad (“AmanahRaya”), Malaysia’s premier estate administration and legacy management solution provider. This move enhances RHB Islamic Bank’s Islamic Wealth Management (“IWM”) offerings, particularly Islamic Wills Writing and innovative HiBAHKU solutions, reinforcing its focus on promoting the rapidly growing IWM segment among Malaysians.

The new offering complements RHB Islamic Bank’s existing Islamic estate planning offerings, enhancing the breadth and depth of solutions available to customers. It will also cement the Bank’s position as a key player in the legacy management segment, a vital component of the broader IWM sector. Ultimately, this initiative aims to significantly expand RHB Islamic Bank’s Islamic market share through new cross-selling opportunities.

Dato’ Adissadikin Ali, Managing Director of RHB Islamic said, “This strategic collaboration with AmanahRaya marks a key milestone for RHB Islamic Bank in the Islamic Wealth Management landscape. By partnering with the nation’s leading and highly experienced legacy management agency, we are not only expanding our product suite with best-in-class Islamic Wills Writing and HiBAHKU solutions but also reaffirming our commitment to being a holistic financial partner for our customers. Beyond competitive returns, IWM’s true value lies in its contribution to a better future, both in this life and the hereafter. This partnership is designed to empower more Malaysians to plan for their future and manage their legacy with confidence and in accordance with Shariah principles.”

He added, “At RHB Islamic Bank, we view IWM as a holistic approach to wealth creation, accumulation, protection, purification, and distribution, ensuring both short-term financial success and long-term sustainability. The launch of the RHB Islamic Specialists Wealth Advisor (“RISWA”) Certification Programme, which aims to develop highly skilled Relationship Managers, will assist in contributing to this Islamic Legacy programme.”

Innovation is central to RHB Islamic Bank’s IWM, leveraging technology and digital platforms for enhanced accessibility. The Bank also prioritises sustainability, integrating Environmental, Social, and Governance (ESG) factors into its offerings to ensure products yield financial returns while contributing positively to society. This commitment extends to social finance initiatives, reinforcing its dedication to social inclusion.

“AmanahRaya was established with a national responsibility. Our role, as set out under the public Trust Corporation Act 1995, is to ensure that every Malaysian, regardless of background or income, has access to a structured and secure way to plan for the future. To date, we have registered more than 1.2 million Wills, administered over 350,000 Estate cases and managed more than 200,000 Trust accounts worth approximately RM21 billion,” said Ahmad Feizal Sulaiman Khan, Group Managing Director of Amanah Raya Berhad.

“This collaboration between AmanahRaya and RHB Islamic creates new opportunities for Malaysians seeking complete financial planning solutions. RHB customers can now access AmanahRaya’s Estate Administration and Legacy Management Solution Provider through all 196 RHB branches nationwide,” he added.

Through this strategic alliance, RHB Islamic Bank and Amanah Raya Berhad are poised to deliver comprehensive IWM and legacy management solutions, empowering Malaysians with greater financial adaptability and peace of mind for their long-term commitments.
