

NEWS RELEASE

FOR IMMEDIATE RELEASE

13 November 2025

RHB STRENGTHENS COMMITMENT TO EAST MALAYSIA GROWTH WITH LAUNCH OF ENHANCED PREMIER CENTRE AND JALAN KULAS BRANCH IN KUCHING

Kuching, Sarawak – RHB Banking Group (“RHB” or the “Group”) recently reaffirmed its long-term commitment to East Malaysia with the official launch of its newly upgraded RHB Premier Centre and Jalan Kulas Branch in Kuching.

The launch, officiated by Datuk Bandar Kuching Utara (DBKU), Dato Haji Hilmy bin Haji Othman, marks another milestone in RHB’s continuous effort to enhance customer experience and support regional growth in Sarawak.

The upgraded RHB Premier Centre caters exclusively to affluent and high-net-worth clients, offering a dedicated and highly personalised banking environment.

- **Premium Environment:** Private consultation rooms and a modern, elegant lounge create a comfortable and confidential setting for clients, and a digital-first approach to service delivery.
- **Specialised Services:** The centre provides bespoke financial solutions including wealth management, investment advisory, portfolio management, and financial planning.
- **Market Reach:** RHB’s Premier Banking portfolio in Sarawak currently serves over 5,500 clients, underscoring the Group’s growing role in the region’s wealth management landscape.

“Our continued investment in Sarawak reflects RHB’s confidence in the region’s economic potential and our commitment to bringing personalised, high-value banking experiences closer to our customers,” said Johanna Abdullah, Regional Director, Group Community Banking, RHB Banking Group.

The upgraded RHB Jalan Kulas Branch continues to serve the broader community with improved facilities and an enhanced digital and in-branch experience. The dual renovations demonstrate RHB’s commitment to offering end-to-end banking solutions from everyday retail needs to sophisticated financial planning and wealth management, while investing in Sarawak’s local communities.

In conjunction with the launch, RHB introduced the RHB CASA Gold Campaign, aimed at rewarding customer loyalty and promoting smart savings. Participants stand to win a share of over RM1.4 million in

Paper Gold rewards, including a Grand Prize of 200 grams of Paper Gold, by depositing and maintaining a minimum of RM10,000 in fresh funds in new or existing RHB Current or Savings Account/-i. Higher-tier placements receive guaranteed Paper Gold gifts.

The Premier Centre, Jalan Kulas Branch enhancement, and CASA Gold Campaign are part of RHB's wider strategy to strengthen its footprint in East Malaysia, deliver high-quality, customer-centric banking, and contribute to Sarawak's economic and community development through sustained investments in modern banking infrastructure.

For further details on the RHB CASA Gold Campaign and to explore the full suite of RHB Premier Banking services, please visit:

- RHB CASA Gold Campaign: <https://www.rhbgroup.com/gold/index.html>
 - RHB Premier Banking: <https://www.rhbgroup.com/overview/premier/index.html>
-