

NEWS RELEASE

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RHB HAS LAUNCHED A FIRST-OF-ITS-KIND ROMCOM SERIES AIMED AT MODERN TRAVELLERS

What Happens When Travel Goes Off-Script? Find Out on TikTok, Instagram Reels and YouTube.

Kuala Lumpur – RHB Banking Group (“RHB” or “the Group”) has launched *Ms Adventures*, a first-of-its-kind romcom mini-series created to inspire today’s travel-savvy audience. Blending humour, adventure, and a touch of romance in a fresh, mobile-first format, the series promises to entertain viewers with relatable moments and unexpected twists.

Shot on location in one of Asia’s most vibrant cities, *Ms Adventures* follows a spirited traveller whose journey takes unexpected turns, reminding us that even the best-laid plans can lead to unforgettable experiences. Behind the scenes, it also hints at how the right banking solutions can make travel smoother, safer, and stress-free when life goes off-script.

“Travel is full of surprises...sometimes delightful, sometimes challenging. *Ms Adventures* captures those moments and shows how confidence and peace of mind can turn any detour into an adventure. Through this series, we want to inspire people to embrace the unexpected and keep moving forward, knowing they have the right support behind them,” said Abdul Sani bin Abdul Murad, Group Chief Marketing Officer of RHB Banking Group.

Conceptualised and produced by Red Communications Sdn Bhd (RedComm), a well-known production house with over 25 years of experience creating content that matters, the series is optimised for vertical viewing and tailored for today’s short-form content audience. Media strategy and amplification are led by IPG Mediabrands’ bespoke unit, Azure.

The nine-episode mini-series will be available exclusively on TikTok, Instagram Reels and YouTube starting 4 December 2025. Follow the story, join the adventure, and see where the journey takes you.
