
OVER 559,000 STUDENTS NOW ON RHB MYSISWA DEBIT CARD-i AS SEASON 4 SPURS RM289 MILLION IN CASHLESS SPENDING

Kuala Lumpur – RHB Islamic Bank Berhad (“RHB Islamic”) has successfully concluded Season 4 of its RHB MySiswa Debit Card-i Privileges Campaign, organised in collaboration with the Ministry of Higher Education (“MOHE”). Held from March to August 2025, the campaign continued to drive financial literacy and cashless adoption among students of Malaysia’s public universities.

During the six-month period, cardholders collectively transacted over RM289 million using the MySiswa Debit Card-i. This marks a 24% increase in spending compared to the pre-campaign period, reflecting the growing preference for digital payments among youth and the card’s expanding role in students’ daily lives.

The initiative has recorded more than 559,000 student accounts opened as at August 2025, underscoring its strong and sustained demand nationwide.

The MySiswa Debit Card-i doubles as a university ID, enabling seamless access to key campus services including attendance registration, door entry, and library facilities. It is accepted globally across all Visa-enabled merchant outlets, offering students convenience, security and practicality in a single card.

Celebrating the strong participation, RHB Islamic awarded prizes to 450 monthly winners, 180 daily winners, and five grand prize recipients, who each walked away with a 13-inch Apple MacBook Air. Monthly winners received 50,000, 150,000, or 250,000 RHB Loyalty Points, while daily winners enjoyed a minimum of 5 RHB Loyalty Points, capped at 150,000 points per day.

“We certainly feel encouraged looking at the results of this season’s MySiswa Debit Card-i Privileges Campaign,” said Dato’ Adissadikin Ali, Managing Director of RHB Islamic Bank Berhad. “It is our responsibility as a banking institution to empower the Malaysian youth with essential financial knowledge, and the success of this Campaign reflects a meaningful step towards this objective. Staying true to our mission in delivering excellent customer experiences, we look forward to continue supporting their transition into responsible, financially confident individuals through convenient, reliable and secure financial solutions.”

Students continued to enjoy exclusive promotions across food and beverage, health and wellness, retail, travel, entertainment, and automotive categories, providing tangible savings as they progressed through their academic journeys.

“We invite all students to take full advantage of the MySiswa Debit Card-i. Together with MOHE, we are positive that the ongoing improvements to its benefits will make a positive impact to our promising, bright university talents in this crucial stage of their lives,” Dato’ Adissadikin shared.

Public university students can explore the benefits of the RHB MySiswa Debit Card-i by visiting the RHB Joy@Uni portal at <https://www.rhbgroup.com/personal/deposits/joy-at-uni/index.html>.
