

NEWS RELEASE
FOR IMMEDIATE RELEASE
19 March 2026

RHB BRINGS RAYA CHEER THROUGH “PROJEK BAJU RAYA”

*9,000 Baju Raya distributed to 18 charity homes through the project;
while RHB Shopping Raya supported 120 underserved families*

Kuala Lumpur – RHB Banking Group (“RHB” or “the Group”) recently collaborated with the *Projek Baju Raya* initiative, to support the collection and distribution of pre-loved and new *Baju Raya* for the underserved communities and orphanages.

Through this initiative, RHB served as the collection and distribution platform, enabling members of the public to contribute *Baju Raya* that they wish to donate. Donation points were made available to encourage wider public participation. A total of 9,000 pieces of festive clothing were successfully collected and delivered to 18 charity homes across Klang Valley, extending festive cheer and support to the underserved communities ahead of *Hari Raya Aidilfitri*. Volunteers also distributed close to 200 sets of essential food supplies, including rice, sugar, flour and condensed milk, to help ease the financial burden of families preparing for the upcoming celebrations.

Dato’ Mohd Rashid Mohamad, Group Managing Director/Group Chief Executive Officer of RHB Banking Group said, “*Hari Raya* is a time to share kindness, celebrate togetherness and uplift those in need. Through *Projek Baju Raya*, RHB is honoured to serve as a platform for the public to contribute meaningfully to the underserved communities and orphanages. We are heartened by the overwhelming support received, which saw 9,000 pieces of clothing delivered to 18 charity homes. This initiative reflects the power of collective action in bringing joy, dignity and festive cheer to those in need as they prepare for the *Aidilfitri* celebrations.”

As part of its wider *Hari Raya Aidilfitri* outreach, RHB also organised RHB Shopping Raya 2026, where RHB volunteers accompanied 100 underserved families on a festive shopping experience in collaboration with AEON BiG Kepong. The programme was aimed at helping ease the financial burden of the families in need while ensuring they could celebrate *Aidilfitri* with greater comfort and joy. Volunteers joined the families during the shopping trip, helping them pick out festive essentials for the upcoming celebrations. Beyond Klang Valley, RHB also extended festive assistance to 20 underserved families nationwide to help ease their *Hari Raya* preparations.

“Seeing the smiles on their faces mean a lot to us. Moments like these remind us that even the smallest act of kindness can mean so much. Together, we hope to let these families know that RHB cares deeply and will continue to do our very best to support them,” added Dato’ Mohd Rashid.

Projek Baju Raya was made possible through the collective efforts of RHB employees and the Group’s community partners, including the Community Recycle for Charity, Dinda Arya, Gatefold Solutions, Kebi Apothecary, the Inland Revenue Board of Malaysia, the MARA Japan Industrial Institute, the Securities Commission Malaysia and Watsons, each playing their own unique role in the project.
