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RHB ISLAMIC EXPANDS OCEAN HARMONI WITH MATTA PARTNERSHIP AND NEW DEBIT CARD-i

Kuala Lumpur – RHB Islamic Bank Berhad ("RHB Islamic") has strengthened its commitment to marine conservation through a new partnership with the Malaysian Association of Tour and Travel Agents ("MATTA") and the launch of the new RHB Visa Ocean Harmoni Multi Currency Debit Card-i, further expanding its Ocean Harmoni programme and sustainability focused banking offerings.

RHB Islamic and MATTA recently signed a Memorandum of Understanding ("MoU") to advance marine conservation efforts by bringing together RHB Islamic's Ocean Harmoni programme and MATTA's Eco-Sustainability Tourism Initiative ("MESTI"). The three-year collaboration will focus on increasing public awareness of ocean conservation and preservation while encouraging the responsible and sustainable use of marine resources.

In conjunction with the collaboration, RHB Islamic launched the new RHB Visa Ocean Harmoni Multi Currency Debit Card-i, expanding the Ocean Harmoni card series. The new card complements the existing Visa Ocean Harmoni Debit Card-i, which is made from 100% recycled plastic as part of the programme's sustainability efforts.

Launched in 2019, Ocean Harmoni began as an awareness and public engagement initiative focused on the conservation of Malaysia's marine ecosystem. Guided by the principles of Value-Based Intermediation ("VBI"), the programme has evolved through collaborations with organisations across different sectors to support environmental stewardship and community engagement.

Dato' Adissadikin Ali, Managing Director of RHB Islamic, said, "At RHB Islamic, we believe that creating long-term value means balancing economic progress with environmental stewardship and community wellbeing. Through Ocean Harmoni, we have been supporting efforts to protect Malaysia's marine ecosystems, and this collaboration with MATTA allows us to further strengthen those efforts by engaging more stakeholders and encouraging greater collective responsibility. Guided by the principles of Value-Based Intermediation, we aim to create positive outcomes for People, Planet and sustainable economic growth, while contributing towards the preservation of our oceans for future generations."

MESTI serves as MATTA's platform to promote responsible and sustainable tourism, with a focus on wildlife and marine conservation, as well as cultural and heritage preservation. The initiative is being integrated across MATTA's programmes and events through awareness, training and capacity building activities for its members.

Nigel Wong, President of MATTA, said, "Through MESTI, we aim to encourage greater awareness and adoption of responsible and sustainable tourism practices among our members. The collaboration with RHB Islamic strengthens these efforts by highlighting the importance of protecting our marine

environment while promoting its responsible use. By working with like minded partners, we can broaden the impact of our initiatives and further encourage sustainable practices across the tourism industry."

Through this collaboration, both organisations will explore opportunities to engage communities, industry players and travellers in activities that support marine conservation and foster greater appreciation for the role healthy oceans play in sustaining livelihoods, biodiversity and tourism destinations.

RHB Islamic will continue to expand Ocean Harmoni through partnerships and initiatives that support the United Nations Sustainable Development Goal 14 (SDG 14) – Life Below Water, with focus areas including conservation and research, ocean preservation, and the responsible use of marine resources.
