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RHB LAUNCHES RHB PRIVATE, BECOMES FIRST BANK IN MALAYSIA TO OFFER THE WORLD LEGEND MASTERCARD

New banking proposition combines the full strength of RHB with exclusive access to Mastercard's highest-tier card offering

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Kuala Lumpur – RHB Banking Group ("RHB" or the "Group") has launched RHB Private, its dedicated banking proposition for affluent and high-net-worth clients, their families and their businesses, while also introducing Malaysia's first World Legend Mastercard™ through the new offering.

Built on the philosophy of 'Curated for Generations', RHB Private gives each client one trusted relationship with access to the full strength of the Group, spanning personal and commercial banking, investment banking, asset management, trustee services, insurance and takaful, with conventional and Islamic solutions available. The proposition is designed to help clients make confident decisions about their wealth today, and to carry it forward for generations to come, elevated by the World Legend Mastercard™, Mastercard's highest tier consumer credit card.

Jeffrey Ng Eow Oo, Managing Director, Group Community Banking, RHB Bank Berhad, said, "Many of our clients are navigating increasingly complex decisions. They may be expanding businesses, planning for succession, investing across markets or considering how wealth should be preserved and transferred to future generations. RHB Private brings together the strengths of the Group through one trusted relationship, so that clients have the right expertise and solutions as their ambitions evolve. At the same time, the introduction of the World Legend Mastercard™ reflects our commitment to delivering differentiated experiences and privileges that complement the lifestyles of our clients."

RHB Private is anchored on three core pillars: Trusted Partnership, Wealth Stewardship and Beyond Wealth.

Trusted Partnership: One Private Client Director, all of RHB. Central to the proposition is a dedicated Private Client Director who takes the time to understand each client's ambitions, family and business, and brings together the right specialists from across the Group to support them over the long term.

Wealth Stewardship: Grow, unlock and preserve wealth. Clients can access personalised portfolios, discretionary mandates and investment opportunities from leading global asset managers, as well as selected private market placements, supported by market insights and advisory expertise aligned to their investment objectives and risk preferences.

Beyond Wealth: A richer life, shaped around the client. Recognising that the true value of wealth lies in what it makes possible, RHB Private extends to curated experiences, moments that bring families closer and opportunities to create positive impact.

At the heart of the suite of travel, lifestyle and payment privileges that clients will enjoy are the RHB Private World Legend Mastercard™ Credit Card/-i and RHB Private World Elite Mastercard™ Credit Card/-i.

Beena Pothen, Division President, West Southeast Asia, Mastercard, said, “High-net-worth individuals are increasingly defining value through how they spend their time, the experiences they enjoy and the access they have to what matters most. As their lives become more global, they expect banking relationships that are equally personalised and seamless across every aspect of their lifestyle. Through our collaboration with RHB Private, we are **introducing the RHB Private World Legend Mastercard Credit Card/-i,** alongside the RHB Private World Elite Mastercard Credit Card/-i. Together, the cards give RHB’s most valued clients exceptional access to **The Mastercard Collection, a curated suite of premium, globally connected benefits across dining, entertainment and travel**. Beyond these global Mastercard privileges, cardholders enjoy an additional layer of exclusive RHB travel benefits, including dedicated Meet & Assist services and access to global airport lounges.”

These benefits are complemented by the RHB Private Current Account/-i and the RHB Private Multi Currency Debit Card/-i, which supports transactions in up to 34 currencies.

The launch of RHB Private reflects the Group’s purpose, Together We Progress, and its commitment to building long-term relationships with clients. Guided by its ‘Curated for Generations’ philosophy and enriched by the World Legend Mastercard™, RHB Private brings together banking, investment, financing, legacy and lifestyle capabilities within a single proposition and through one trusted relationship.

For more information on RHB Private and the World Legend Mastercard™, visit www.rhbgroup.com/private.

Appendix: The Mastercard Collection

The Mastercard Collection is a curated suite of premium, globally connected benefits across dining, entertainment and travel, available to World, World Elite, and World Legend Mastercard™ cardholders, wherever their journeys take them.

Dining

- Access over 650 acclaimed restaurants across 15 Asia Pacific markets, expanding to 1,300 restaurants by February 1, 2027, including Michelin-starred establishments and restaurants such as DC Restaurant by Darren Chin, Molina and Terra Dining Kuala Lumpur in Malaysia.
- World Legend Mastercard cardholders enjoy dining privileges at these restaurants:
    - Up to US$200 off with a minimum spend of US$500;
    - Up to US$100 off with a minimum spend of US$350; or
    - Unlimited 10–15% off at select restaurants

Entertainment

- Presale and preferred ticket access to selected in-demand music, theatre and sporting events.
- Access to premium seating, curated offers and distinctive experiences designed to bring cardholders closer to sought-after performers, teams and occasions.

Travel

- Mastercard Fast Track, providing cardholders and travel companions with access to dedicated airport security lanes.
- Access over 1,500 participating airport lounges across approximately 670 cities and over 130 countries and territories, alongside other travel benefits.
- Access to Taste by Priceless in Hong Kong SAR and globally, Mastercard's elevated airport dining club that combines chef-curated cuisine, signature desserts and beverages, locally inspired programming and travel amenities.