

RHB Bank Celebrates 100th Anniversary With Card Customers Through 'Win A Volkswagen The Beetle' Contest

Kuala Lumpur, 21 March 2013 – RHB Bank Berhad today presented the grand prize of two (2) Volkswagen Beetle to the winners of RHB Cards 'Win a Volkswagen The Beetle' Contest which was organised as part of the Bank's 100th Anniversary celebrations.



(from left to right) Mr Vince Au Yoong, Director of Retail Banking; Ahmad Nazri Bin Hj Abdul Azid and Melissa Seng Cheng Mun, the two grand prize winners; Pn. Elvy Kassim, Head of Cards & Unsecured Business; En. Johari Muid, Managing Director of RHB Bank

Ahmad Nazri Bin Hj Abdul Azid, 45 and Melissa Seng Cheng Mun, 34, RHB Credit Card Visa Gold and MasterCardTravel Money cardholders respectively, emerged as the grand prize winners after having been shortlisted from the earlier rounds and successfully answering a question posed by RHB Cards.

The contest was held from 1 November 2012 to 8 February 2013 i.e. a period that adds up to exactly a hundred days, to symbolically coincide with the bank's centennial celebration.

"Our intention, when we embarked on these competitions and special promotional campaigns was to reward our customers especially during an auspicious year for RHB Bank. I am sure RHB card members would also be interested to know what other campaigns are in store. Tomorrow, we will be launching the 'RHB Friday Specials' where you can get a free item when you spend a minimum sum at our participating partner outlets," said En Johari Abdul Muid, Managing Director of RHB Bank, during the prize presentation ceremony.

Also at the event was Mr.Vince Au Yoong, Director, Retail Banking, RHB Bank Berhad and Pn.Elvy Kassim, Head of Cards & Unsecured Business, RHB Bank Berhad.

In addition to rewarding the cardholders for choosing a RHB card, the campaign was launched to drive incremental card spend and acquisition of new card members. Cardholders gained an automatic entry and also had the option to double their entries if they registered via SMS or online at www.rhb.com.my.

The 'Win a Volkswagen The Beetle' contest saw card spend increase by 13% and more than 21,000 cards credit cards were acquired during this period.

Other prizes that were given away throughout the campaign period included three (3) monthly cash prizes of RM10,000 each, which were credited into the winners' accounts and six (6) daily prizes of Samsung Galaxy Note II each.



News Room

Issued on behalf of RHB Bank Berhad by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Lois Kam at 03-9280 5089.

About the RHB Banking Group

The RHB Banking Group is the fourth largest fully integrated financial services group in Malaysia. The Group's core businesses are streamlined into seven Strategic Business Groups ("SBGs"): Retail Banking, Business Banking, Group Transaction Banking, Corporate & Investment Banking, Islamic Banking, Global Financial Banking and Group Treasury. These businesses are offered through its main subsidiaries - RHB Bank Berhad, RHB Investment Bank Berhad, OSK Investment Bank Berhad, RHB Insurance Berhad and RHB Islamic Bank Berhad, while its asset management and unit trust businesses are undertaken by RHB Investment Management Berhad and OSK-UOB Investment Management Berhad. RHB's Global Financial Banking Division includes commercial banking operations in Singapore, Thailand and Brunei. The Group also has a non-ringgit based offshore funding operation in Labuan as well as a representative office in Vietnam. It is RHB Banking Group's aspiration to deliver superior customer experience and shareholder value, and to be recognised as a leading multinational financial services group.