



News Room

RHB Islamic Bank Widens Network With a New Branch In The East Coast

Kuala Terengganu, 5 May 2011: RHB Islamic Bank ("RHB Islamic"), the Islamic Banking arm of the RHB Banking Group officially launched its full-fledged Islamic Banking branch in Kuala Terengganu today as part of its effort to meet the increasing demand for Islamic banking products and services from the East Coast Region of Peninsular Malaysia.

The branch was officially declared open by the Chief Executive Officer (CEO) of RHB Islamic Bank Berhad, Yang Berbahagia Tuan Haji Abd Rani Lebai Jaafar.

"Due to the overwhelming response to the Bank's Shariah-based products and services, a decision was made to open a full-fledged Islamic banking branch in Kuala Terengganu. Kuala Terengganu is a strategic location and we anticipate the demand for Islamic products will grow steadily here. In addition, this city will be well connected to other big cities via the upcoming highway in a few years", said Tuan Haji Abd Rani.

The products and services offered at the Kuala Terengganu branch include Hire Purchase-i, Home Financing-i, a variety of Deposits, Online Banking, Credit and Debit Cards-i, Personal Financing-i and Business Financing.

In conjunction with the official launch of the branch, Tuan Haji Abd Rani also launched a 3-day Islamic Banking Fiesta, which will be held until 7th May 2011. Visitors will be able to learn and understand the Bank's Shariah-based products and services, while enjoying special rates offered by the Bank's automobile dealers and panel developers. In addition, several fun-filled activities for families have also been lined up for the visitors.

"Our dealers, panel developers, business partners and customers are our main focus and priority. Without their support, we would not be where we are now. Rest assured we will continuously deliver new products which are innovative, to suit our customers' needs. Our products and services are special, of high-quality and adhere to global Shariah standards," said Tuan Haji Abd Rani, while thanking customers and acknowledging the importance of customer support.

Tuan Haji Abd Rani added, "These events are timely and serve our Management's objectives to build a good rapport with customers, both individual and corporations in Terengganu, specifically the Kuala Terengganu vicinity. As this event serves as a suitable platform for approaching our customers in an informal atmosphere, the Fiesta will create public awareness on the availability of the various Islamic Banking products and services offered at the full fledged branch, as well as assist our sales team in marketing the various products".

After the launch ceremony, Tuan Haji Abd Rani handed over donations on behalf of RHB via its RHB Islamic Charity Fund to Persatuan Pesara Tentera Malaysia, Rumah Anak Yatim Darul Falah and Rumah Sinar Harapan, Kuala Terengganu.

Issued on behalf of RHB Bank Berhad by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Azman Shah Md Yaman at 03-92802419 or Shima Reza at 03-92802533.

About the RHB Banking Group

The RHB Banking Group is the fifth 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, RHB Insurance Berhad and RHB Islamic Bank Berhad, while its asset management and unit trust businesses are held under RHB 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 operations 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 be recognised as one of the top financial services group in the ASEAN Region.

It's time we simplify banking