



**FOR IMMEDIATE RELEASE**  
**8 June 2017**

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## **RHB INTRODUCES EASY-SMART STUDENT DEBIT CARD TO BAC**

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Kuala Lumpur: RHB Bank Berhad ("RHB Bank") today announced a partnership with Brickfields Asia College ("BAC") to offer students with Easy-Smart Student Debit Card, a customised debit card that makes banking with RHB simple, fast and seamless for students to be able to enjoy easy cashless transactions as compared to over-the-counter cash exchanges.

RHB's Easy-Smart Student Debit Card provides students and young adults with a reliable service that secures their money and makes it available to them at the swipe or wave of the card at the bookshop, bursary and selected merchants within the campus. This move is in line with the government's Economic Transformation Programme and Bank Negara Malaysia's vision to transform Malaysia into a cashless society.

"Today banking is evolving and we are glad to be a part of the evolution as we tailor our financial services and solutions to meet the expectations of our customers. In fact, we strive to think ahead and keep up with the advancement of technology in order to bring our customers the best," said Nazri Othman, Acting Head, Group Retail Banking, RHB Banking Group.

"With RHB's BAC Easy-Smart Student Debit Card, students will have a more secure banking experience without the need for cash, and will be able to track and monitor their spending through our mobile apps. This gives students better control and more flexibility with their financial management," added Nazri.

The debit card offers students attractive rewards for international spend and attractive discounts as well as vouchers from selected merchants.

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*Issued on behalf of RHB Bank Berhad by Group Marketing & Communications. For more information, please contact Alicia Pinto at 012-349 6364/ [alicia.christine.pinto@rhbgroup.com](mailto:alicia.christine.pinto@rhbgroup.com) or Cynthia Blemin at 012-249 4071/ [cynthia.blemin@rhbgroup.com](mailto:cynthia.blemin@rhbgroup.com)*

### **About the RHB Banking Group**

*The RHB Banking Group, with RHB Bank Berhad as the holding company, is the fourth largest fully integrated financial services group in Malaysia. The Group's core businesses are structured into seven main business pillars, namely Group Retail Banking, Group Business & Transaction Banking, Group Wholesale Banking, RHB Singapore, Group Shariah Business, Group International Business and Group Insurance. Group Wholesale Banking comprises Corporate Banking, Investment Banking, Group Treasury & Global Markets, Asset*

*Management and Private Equity. All the seven business pillars are offered through the Group's main subsidiaries – RHB Investment Bank Berhad, RHB Islamic Bank Berhad and RHB Insurance Berhad, while its asset management and unit trust businesses are undertaken by RHB Asset Management Sdn. Bhd. and RHB Islamic International Asset Management Berhad. The Group's regional presence now spans ten countries including Malaysia, Singapore, Indonesia, Thailand, Brunei, Cambodia, Hong Kong/China, Vietnam, Lao PDR and Myanmar.*

*For more information, please visit [www.rhbgroup.com](http://www.rhbgroup.com)*