

Easy by RHB: Customers win 184 prizes, the Easy way.**Sunday, 8 August 2010**

Kuala Lumpur: The Easy by RHB Peraduan Easy campaign which began in December 2009 has reached its finale with a Grand Final prize-giving ceremony for its last batch of lucky winners. A total of 184 prizes have been given out monthly over the past 6 months. The Grand Prize winner will drive home a Perodua Alza, with 3 others riding away with a Vespa scooter each, and many more winning LCD TVs with home theatre systems, mobile phones, digital cameras, iPod Nanos and cash vouchers.



(From left) Vijay Manoharan, Head of Easy by RHB, Grand Prize Perodua Alza winner Antoni Samy Sebastian, Dato' Tajuddin Atan, Group Managing Director of the RHB Banking Group, and Renzo Viegas, Director of Retail Banking of the RHB Banking Group

Easy customers enjoy a first-of-its-kind hassle-free banking experience through paperless application processes with only their MyKad required for account opening, and on-the-spot approval and loan disbursement, all within 10 minutes. "The contest was developed in line with the brand's promise and tagline, SIMPLE & FAST BANKING™ whereby our customers can easily enter the contest and win the prizes hassle-free, in line with our brand's promise. The Peraduan Easy contest is one of our ways of giving our customers a more rewarding banking experience, where we appreciate and bring more value to our customers." said Dato' Tajuddin, Group Managing Director of the RHB Banking Group.

Dato' Tajuddin thanked customers for their unwavering support and said, "We have also recently received feedback from an independent customer satisfaction survey and we are extremely happy to know that 98% of our customers agree that we are living up to our brand's promise of providing Simple & Fast Banking™, and a majority of customers will recommend Easy to their friends and family."

Easy aspires to be a community bank and Dato' Tajuddin explained, "Easy is here to help families to save and plan for the future, provide affordable protection for you and your loved ones, and to extend credit when needed, fast and hassle-free. We believe that our customers have benefitted from our services and hope that more Malaysians will also step forward to experience the future in banking."

Currently, Easy's 70 outlets are located in the heart of communities, at Tesco hypermarkets, Pos Malaysia offices and LRT stations throughout the country. The Easy outlets are accessible 7 days a week and with extended opening hours till as late as 10 p.m., breaking the convention of traditional banks. "Our strategic partnerships with Tesco, Pos Malaysia and our presence in RapidKL have also allowed us to establish Easy's unique banking model in high traffic and mass transit locations to serve more Malaysians. We must thank our partners' for their unwavering support for Easy." said Dato Tajuddin.



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He also commended Easy's success and said, "With the strong momentum and results Easy has shown, we will continue to grow our presence in key market centres throughout the country, and we aim to achieve a total of 120 Easy outlets by the end of 2010. I am optimistic about Easy's future and its role in becoming a significant contributor to the retail business of the RHB Banking Group."

The prizes for the Grand Final draw were presented to all 33 winners at a prize-giving ceremony which was held today. The Grand Prize winner of the Perodua Alza is Mr. Antoni Samy A/L Sebastian and the 3 Vespa scooter winners this round are Mr. Alex Chui Kar Fatt, En. Fadhilrull Syamim Bin Hamidi & Ms. V. Sushila A/P M Vijayandran respectively. The contest campaign ended on 10 June 2010.

A new contest was also unveiled as part of Easy's on-going initiative to reward its customers. The new contest titled "Easy Family Holidays" features 15,000 attractive prizes comprising of holiday packages and activities planned for the family. The contest will begin from 1st September 2010 and will end by 1st February 2010.

Issued by Group Corporate Communications Division, RHB Capital Berhad. For more information, please call Eza Dzul Karnain at 012-3420060 or Sandra Foo at 012-3188412.

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 four Strategic Business Groups (SBGs): Retail Banking, Corporate & Investment Banking, Islamic Banking and International Banking. 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 International Banking Division include the 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 the RHB Banking Group's aspiration to deliver superior customer experience and shareholder value; and be recognised as one of the top financial services groups in ASEAN.

It's time we simplify banking.