

RHB Bank rewards customers through 'Spend Small, Win Big' contest

Kuala Lumpur, 5 September 2013 - RHB Bank Berhad presented the winners of RHB Debit MasterCard 'Spend Small, Win Big' contest with prizes consisting of a Nissan Almera, Honda Superbike CBR250R Mugen, iPhone 5 and iPad Mini at the Nissan Showroom today as part of its 100th year anniversary celebrations.



(from left) Pn Elvy Kassim, Head of Cards & Unsecured Business, Mr Kellee Kam, Group Managing Director, Mr Safdar Khan, Country Head for MasterCard Malaysia & Brunei, Alvin Hong Tze Gang, Grand Prize Contest Winner and Mr Yeoh Beng Hooi, Acting Director, Retail Banking at the prize giving ceremony of RHB Card Spend Small, Win Big contest.

Alvin Hong Tze Gang, 22 and Muhammad Isa Bin Megat Hassan, 48, both RHB Debit MasterCard cardholders, emerged as the first and second prize winners after being shortlisted from the earlier rounds and successfully answering a question posed by RHB Cards.

"The contest is our way to reward our customers for their loyalty. We wanted to recognise the valuable role that our customers play in making our service a success. This contest allowed RHB to show our appreciation by creating a memorable and exciting experience for them," said Mr. Kellee Kam, Group Managing Director of RHB Banking Group, during the prize presentation ceremony.

Also at the event was Pn. Elvy Kassim, Head of Cards & Unsecured Business, RHB Bank Berhad and Mr. Safdar Khan, Country Head for MasterCard Malaysia & Brunei.

The contest was held from 8 May 2013 to 31 July 2013 and cardholders gained an automatic entry with a minimum spend of RM30 on a single receipt. Kam also adds that that the contest generated 31% in incremental retail spend among the Bank's card members.

Other prizes that were given away throughout the campaign included iPhone 5 (16GB) for the third prize winners, and iPad minis (16GB) for the consolation prize winners.

RHB Bank will continue to reward its customers through various campaigns throughout 2013 in conjunction with the Bank's centennial celebrations. RHB Debit Card members now stand a chance of winning yet another brand new car and more cash prizes by participating in the recently launched RHB Debit 'Spend & Win' contest which runs from 1 August 2013 – 8 November 2013.

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



News Room

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.