



## News Room

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### **RHB Orchestrates Effort to Help Locate Missing Child**

**KUALA LUMPUR, 22 December 2011** – The RHB Banking Group has begun the search for Dass A/L Robert, aged 7, who went missing in the vicinity of Ayer Hitam, Penang since 15 December 2011. Soon after the Group received report of Dass A/L Robert yesterday, efforts to lend a helping hand in the search for the child started almost immediately. The RHB Banking Group branches nationwide were informed of the case and not long after RHB got hold of Dass's photo, posters were instantly printed and placed at all branches. In a concerted effort, staff of the RHB Bank branches in the northern region have also come together to play their part by distributing posters to members of the public in the hope that anyone who has information on Dass's whereabouts will come forward to assist the police in their search.

The effort to locate the missing boy is a part of the RHB Banking Group's Corporate Responsibility (CR) programme Missing Children – Reuniting Families. Initially launched with the Polis DiRaja Malaysia (PDRM) in 2007, the programme provided the authorities and concerned families an alternative channel of communication to locate missing children with the help of members of the public.

"As a responsible corporate citizen, RHB will do our best to assist the PDRM and the authorities to search for the missing child and reunite him with his family. Our northern region branches have already distributed posters at public locations such as shopping malls and major public transport hubs and stations. The notification of the missing child has also been made on our website. Posters of Dass have been distributed and placed at the Northern toll plaza. We will also display the poster on all our ATM screens nationwide and work closely with the media on this case to ensure that it continues to be in the public view until it is resolved," said Puan Norazzah Sulaiman, RHB Banking Group's Director of Corporate Services.

RHB uses its extensive delivery channel as a mode of communication to publicize the details of missing children, and it is the first Banking Group to display the posters of missing children electronically on all its ATM screens nationwide. Publicity is carried out through the RHB's website, advertisements in print media and the Group is working closely with the media, the PDRM and Malaysian Crime Prevention Foundation (MCPF) to monitor the progress of the case and will be keeping abreast of the updates of the missing child.

*Issued on behalf of RHB Bank Berhad by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Shima Reza at 03-92802533.*

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### **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*