



## News Room

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### **RHB Overjoyed that Families are Reunited!**

**KUALA LUMPUR, 28 December 2011** – The RHB Banking Group is pleased that both Dass A/L Robert, aged 7, and his friend, Santiran A/L Damaraj, 8, who were reported missing since 15 December 2011 were reunited with their respective families on 23 December 2011. “To a certain extent, the Group’s efforts to alert the public in Penang had paid off,” said Yeoh Beng Hooi, RHB’s Regional Director, Northern Region.

The RHB Banking Group’s Penang Regional Team began the search for Dass who went missing in the vicinity of his home in Ayer Hitam, Penang on Thursday, 22 December 2011. Soon after the Group received the official report from PDRM, efforts to lend a helping hand in the search for the child started almost immediately.

The RHB 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 would 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 initiative provided the authorities and concerned families an alternative channel of communication to locate missing children with the help of members of the public.

“RHB is thankful that Dass and Santiran are back with their respective families and that our rigorous, dedicated efforts to assist the PDRM and the authorities in searching for the missing children were worthwhile. Our northern region branches were hard at work last week distributing posters at public locations such as shopping malls and major public transport hubs and stations. We also had notification uploaded on our website and displayed the poster on all of our approximately 1,800 ATM screens nationwide. As a responsible corporate citizen, RHB is totally committed to ensuring this initiative achieve its objectives and we are overjoyed that we managed to contribute in what little ways we could for this case,” said Puan Norazzah Sulaiman, RHB Banking Group’s Director of Corporate Services.

Dass’s mother, Kasturi A/P Arjunan added, “We are very grateful to RHB for their efforts to help find our son. In more ways than one, their assistance had made it easier for us to go through this difficult time. We are also comforted by their gesture after Dass is back. They called to ask about the wellbeing of Dass and how we are.”

As an apt continuity to the initiative, the RHB Banking Group plans to hold its Reuniting Families – Child Safety road show on 17 & 18 March 2012 in Penang. A collaboration with the PDRM and MCPF, the two-day road show aims to educate and spread awareness to parents and children on child safety. It will feature various activities such as workshops, talks and forums related to self defence and street crime education. RHB will also be distributing the first of its kind Child ID Kit to enable parents to keep their child’s personal information and recent photograph to be used in times of emergency.

*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.*

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