

RHB's Latest Debit Cards Offer 2% Cash Back

Kuala Lumpur, 3 December 2009 – The RHB Banking Group earns another feather in its cap with the official launch of its latest debit cards – the RHB Cash-Connect and My Cash-i Visa Debit Cards.



(From left) Renzo Viegas, Head of Retail Banking of the RHB Banking Group, Dato' Tajuddin Atan, Group Managing Director of the RHB Banking Group, Stuart Tomlinson, Country Manager of Visa Malaysia, and Jamelah Jamaluddin, Managing Director of RHB Islamic Bank, at the launch.

The debut of the debit cards marks another milestone for the RHB Banking Group, reflecting its continuous commitment towards providing customers with quality products that will enhance their lifestyle. Prior to these Visa debit cards, RHB had launched their first few debit cards in 2008, and have more than 208,000 cards in circulation today.

Designed for the customer, the RHB Cash-Connect and My Cash-i Visa Debit are the smarter ATM cards that offer 2% cash back, with no government service tax. Customers will enjoy the cash back every time they use the cards to shop for groceries, at retail outlets and fill up at petrol stations. The cash back also applies to Standing Instructions for utilities, making bill payments more convenient. By using the debit cards, customers will enjoy bigger savings on their spending whenever they shop.

The debit cards are also a more convenient and safer alternative to cash. Instead of carrying a lot of money with them, customers can go to any MEPS ATM machine nationwide and use the cards to withdraw cash if they need it. To date, there are more than one million RHB ATM cards in circulation.

"I hope with the launch of RHB Cash-Connect and Islamic MyCash-i Visa Debit Cards, more customers will take the opportunity to enjoy the many benefits offered, particularly the cash back which will help them save, and the convenience of not needing to carry a lot of cash every time they shop. It is, after all, Banking Simplified with RHB," said Dato' Tajuddin Atan, Group Managing Director of the RHB Banking Group.

Besides providing an attractive cash back offer and the convenience of cash in a card, the debit cards are accepted at all Visa merchant outlets worldwide. In addition, customers can use the cards to access the Internet for online purchases, thus making shopping more immediate, convenient and hassle-free. Applying is easy as the debit cards are instantly available with no minimum income requirement.

Stuart Tomlinson, Country Manager of Visa Malaysia said, "I am confident that both Visa debit cards will be a strong addition to the RHB Banking Group's product portfolio and contribute to the needs of Malaysian consumers looking for an appropriate debit card that they can use with both ease and peace of mind at home and when abroad."



News Room

To apply for the RHB Cash-Connect and My Cash-i Visa Debit Cards, customers can walk into any RHB Bank branch nationwide. Further details are also available at www.rhb.com.my or toll-free 1-800-88-SAVE (7283).

Issued on behalf of RHB Bank Berhad 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 Units (SBUs): 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.