



FOR IMMEDIATE RELEASE

RHB LAO JUNIOR FOOTBALL CUP 2015 KICKS OFF IN VIENTIANE
EVENT TARGETED TO SUPPORT YOUTH DEVELOPMENT

Kuala Lumpur, 9 October 2015 – RHB Banking Group, Malaysia's fourth largest financial services group, kicked off the RHB Lao Junior Football Cup, an inaugural football tournament that empowers and inspires children to overcome life's challenges by promoting confidence, hope and pride through sports.

The one-day tournament is a corporate responsibility initiative by RHB Banking Group, whose CR philosophy centres around nurturing the next generation of youth in communities where the Group has presence in. The objective of the event centres on supporting the development of youth football in Lao, where football is widely considered as the country's favorite sport.

While the Group strengthens its presence in the ASEAN region, RHB remains committed to go beyond just profits. It has always given priority to building holistic financial services and will continue to reach out to the communities where it operates.

Close to 250 children from the capital and provinces of Lao participated in the RHB Lao Junior Football Cup, in partnership with the Lao Football Federation, our corporate customers and Bank of Lao PDR. Dr Xaybandith Rasphone, General Secretary of the Laos Football Federation and Mr Phouthaxay Sivilay, Director General of Commercial Banking Supervision Department, Bank of Lao PDR were guests of honour at the event.

During the event held at the FIFA Training Center, the young participants had the opportunity to interact directly with Laos' national football stars and coaches, who were their mentors and referees for the tournament.

Mr Danny Ling, Country Head of RHB Bank Lao Limited, said "RHB has only been in Laos for one year but we already see ourselves as part of a close-knit Laotian community. Football development is something that RHB has always been passionate about and we are glad that through this event, Laotian children can have the opportunity to dabble in professional, competitive football with access to proper playing fields, equipment and qualified coaches."

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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 three main business pillars namely Group Retail and Commercial Banking, Group International Business and Group Corporate and Investment 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 undertaken by RHB Asset Management Sdn. Bhd. and RHB Islamic International Asset Management Berhad. The Group's regional presence now spans ten countries including Malaysia, Singapore, Indonesia, Thailand, Brunei, Cambodia, Hong Kong, Vietnam, Lao PDR and Myanmar. It is RHB Banking Group's aspiration to continue to deliver superior customer experience and shareholder value; and to be recognised as a Leading Multinational Financial Services Group.

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