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RHB DATATHON ATTRACTS OVER 270 TECH INNOVATORS TO ENHANCE BANKING SOLUTIONS THROUGH DATA ANALYTICS

Kuala Lumpur – RHB Banking Group (“RHB” or “the Group”) recently concluded its RHB ‘Get Your Hack On’: Data Edition 2022 (“Datathon”) hackathon, attracting more than 270 digital and technology-savvy innovators focusing on driving customer-centric solutions leveraging on data analytics.

Following the success of the inaugural RHB ‘Get Your Hack On’ virtual hackathon held last year, the Datathon brought together data scientists, analysts and tech talents specializing in digital data to further accelerate the innovation of RHB’s products and services through enhanced customer experience. The event circled around five specially designed problem statements that challenged participants in leveraging on data sets to develop novel and innovative solutions to create better customer experience.

“Our focus on digitalisation is anchored on creating value for our customers through frictionless and engaging customer journeys and better insights on their financial wellbeing. This same focus drives us to deliver industry-leading, and unique first-in-market digital innovations and solutions – all of which improves both customer experience and our own business performance.

A key success factor in our digitalisation journey is our willingness to invest in the right talent with the right skillsets. Our hackathons have therefore been uniquely designed for us to uncover and attract top digital talents, and to generate as well as put in motion new and innovative ideas. This feeds into our ongoing and holistic value creation process, propelling RHB to even greater heights in digital innovation,” said Rohan Krishnalingam, Group Chief Digital & Technology Officer, RHB Banking Group.

The preliminary stage of the Datathon comprised of 101 teams, culminating in the Grand Finals on 29 January 2022 that saw 15 shortlisted teams compete for cash prizes and a chance to have their solutions integrated into RHB's wide range of digital offerings.

“Active collaborations between the public and private sectors are vital in order to accelerate Malaysia's Digital Economy initiatives. This initiative with RHB Banking Group is a testament to our shared commitment in encouraging innovation within the banking sector that will contribute to improved customer experience. By providing platforms such as the Datathon to collectively nurture and empower digital talents, we are able to encourage new customer-centric ideation in addition to shaping a workforce that is prepared to drive the nation's digital economy in the future,” said Mahadhir Aziz, Chief Executive Officer of Malaysia Digital Economy Corporation (MDEC), which supported the Datathon as community partner.

The RHB Banking Group continue its focus on embedding seamless digital experience into customers' lifestyle and business needs under its Digital Transformation Plan. The Group targets to achieve 95% of digital transactions and 50% of digital sales by 2023, as part of its digital strategy outcomes.
