



28 JULY 2022

RHB PARTNERS ECOWORLD TO OFFER 30-SECOND DIGITAL MORTGAGE APPROVAL-IN-PRINCIPLE

Kuala Lumpur – RHB Banking Group (“RHB” or the “Group”) partnered with Eco World Digital Services Sdn Bhd (“Eco World”), a wholly owned subsidiary of Eco World Development Group Berhad to create a seamless digital mortgage journey via the RHB homeowners ecosystem.

Designed to ease homeownership, customers will benefit from RHB’s enhanced digital homeownership proposition through its ‘Book & Apply’ approach, an innovative solution that connects the property developer’s home purchasing platform (book.ecoworld.my) with RHB’s mortgage application platform through the use of Application Programming Interface (“API”). The partnership with EcoWorld enables customers to book their preferred property developed by Eco World Development Group Berhad through RHB MyHome App and immediately be directed to RHB’s MyHome portal to secure a 30-second approval-in-principle on their mortgage application. Through this seamless integration, the customer’s personal information and selected property captured on EcoWorld’s platform will be automatically pre-filled on RHB’s MyHome portal and customers would only need to review their information and complete the remaining fields. On top of its ‘Book & Apply’ approach, the RHB MyHome portal under RHB MyHome App offers customers a worry-free digital experience through secured internet features. This ensures no data is intercepted during transmission and aims to maintain customers’ privacy.

“By leveraging API and EcoWorld’s expertise, we are able to further simplify the end-to-end homeownership journey for our customers. RHB MyHome App makes the entire home

purchasing experience effortless, while enhancing our customers' overall banking experience with speed and convenience.

RHB MyHome App has garnered over 120,000 downloads and facilitated close to 13,000 mortgage applications in 2021. This accounts for over 50% of overall mortgage acceptance, positioning it as a key driver for the Group's mortgage business. Apart from EcoWorld, we are currently engaging with other homeowners ecosystem players who are interested to collaborate with RHB as API partners, such as property developers and fintech-enabled property portals. RHB will continuously expand our MyHome App ecosystem partners, to deliver wider options of innovative digital solutions to our customers," said Jeffrey Ng, Managing Director of Group Community Banking, RHB Banking Group.

Registration on RHB MyHome App is automated to deliver speed and convenience to customers, including taking snapshots and uploading supporting documents such as MyKAD, proof of income and bank statements on the app, as well as tracking mortgage application status in real-time via a single dashboard. In addition, the app serves as an educational tool providing key information on mortgage and property purchase, where a dedicated RHB Sales Consultant will be assigned to customers to provide personalised service on mortgage-related needs through phone or email.

The RHB homeowners ecosystem also includes RHB Partners app that provides convenience to industry players consisting of real estate agents, employees of property developers and insurance agents. API partners are set to benefit from automated lead referral when customers apply for mortgage on their platform and are able to view the status of referred leads on a single dashboard. Partners will also be informed when RHB Sales Consultants have successfully contacted the customer, collected documents - digitally or manually, upon decision and acceptance of mortgage by a customer, and in return, be rewarded by RHB for successful leads conversion.

For more information on RHB homeowners ecosystem, please visit <https://www.rhbgroup.com/myhome/feature.html>