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## RHB 'GET YOUR HACK ON' HACKATHON DRAWS OVER 400 TECH INNOVATORS FROM ACROSS THE REGION

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**Kuala Lumpur** – RHB Banking Group (“RHB” or “the Group”) recently concluded its RHB ‘Get Your Hack On’: ASEAN Edition 2023 Hackathon, attracting more than 400 digital and technology-savvy innovators from five countries across the ASEAN region.

This third instalment of RHB ‘Get Your Hack On’ builds on the merits of its well-established Hackathon series by bringing together tech talents from universities, corporates and start-ups to work on specific banking-related problem statements and generate innovative solutions that are assessed based on customer centricity, value, and relevance to the Group’s Together We Progress 24 (“TWP24”) strategy.

“We believe in continuously challenging the status quo in how we seek and create value for our customers. This challenges us to constantly refine our products and services, and re-imagine the role of a universal bank in a highly digitalised banking era. As we opened up the competition to participants from countries across the ASEAN region, we saw a larger diversity of ideas being generated, with impressive solution prototypes that we are excited to add to our innovation backlog at RHB, for further market testing and validation,” said Ryan Teoh, Group Chief Strategy & Innovation Officer, RHB Banking Group.

The preliminary stage of the Hackathon comprised of 89 teams, culminating in the Grand Finals that saw 15 finalists compete for cash prizes and a chance to have their solutions integrated into RHB’s wide range of digital offerings.

RHB Banking Group continues to focus on embedding seamless digital experience into customers' lifestyle and business needs. As a result, the Group had recorded an increase in digital transactions to 81.8% as at December 2022 from 64% in 2017, with improved internet banking and mobile banking penetration rates. As part of its digital strategy, RHB targets to achieve more than 95% of transactions digitally by 2024.

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