

NEW RELEASE

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RHB PROACTIVELY ASSISTS SMES BUILD BUSINESS RESILIENCE

Kuala Lumpur – The RHB Banking Group (“RHB” or the “Group”) continues to proactively help small and medium enterprises (“SMEs”) build business resilience amid the challenging economic environment through the Group’s Portfolio Restructuring & Rescheduling (“Portfolio R&R”) programme, the #JomSapot BeliLokal initiative and the #JomBiz business programme for micro-entrepreneurs.

The Group’s Portfolio R&R programme focusses more on assisting eligible SMEs, particularly those from vulnerable industries. Through the Portfolio R&R programme, SMEs can restructure their facilities based on each unique circumstance. This enables SME customers to re-align their business loans to ease their cash flow, providing the assistance needed to weather financial challenges. As of May 2023, the Group has approved RM103 million in loans to SME customers under the Portfolio R&R programme.

“RHB adopts a proactive approach in assisting and supporting SMEs weather the challenging economic environment. Our Relationship Managers have continuously engaged with our SME customers to offer them the consultation and assistance needed to alleviate some of their financial commitments. We urge our SME customers who need financial advice and assistance to contact their respective Relationship Managers to ensure they receive the right advice and support to meet their unique needs,” said Jeffrey Ng Eow Oo, Managing Director of Group Community Banking, RHB Banking Group.

In helping to drive business resilience, RHB has partnered with the Star Media Group to enable SMEs to build brand awareness and boost sales and revenue through the #JomSapot BeliLokal online platform. SMEs on the #JomSapot BeliLokal platform can promote their products and services to RHB and the Star Media Group’s customer base at no extra cost. As of May 2023, the #JomSapot BeliLokal platform has benefitted over 8,000 businesses since its launch in 2020.

For the micro and small-to-medium enterprises (“MSMEs”), RHB introduced the #JomBiz Programme in October 2022 aimed at uplifting and empowering MSMEs through capability-building workshops, in collaboration with Taylor’s Community, the corporate social responsibility arm of Taylor’s University. The RHB #JomBiz programme helps to build micro-entrepreneurs’ capabilities in business strategy, digitalisation, business pitching and financial literacy, and provide seed funding to support them in growing their business. As of May 2023, the #JomBiz programme has benefitted over 170 MSMEs in Malaysia. The Group aims to onboard an additional 500 MSMEs on to the #JomBiz programme this year.

For more information on the various business supportive programmes, please visit www.rhbgroup.com.
