



## MERCHANT FAQs RHB MALAYSIA DAY CAMPAIGN

### 1. What is the purpose of the Malaysia Day Campaign (#JomSapot campaign)?

RHB hopes to help Malaysia Businesses to rebuild their business through this campaign, by providing a platform to promote the Malaysia businesses and at the same time encourage customers to support these businesses as they stand to enjoy better value when shopping/spending with these participating merchants

### 2. What is the campaign period?

15 December 2020 – 14 April 2021.

### 3. How does this campaign work?

RHB will develop a website to display all participating merchants, their information and offers provided to RHB customers.

RHB will in turn promote this campaign to its retail customers (via EDM and SMS) and the public (via print ads, digital advertisements and social media). In addition to that, any customer who purchases from participating merchants via RHB Credit Card/-i, RHB Debit Card/-i or RHB DuitNow QR will be eligible for cash back from RHB, subject to Campaign Terms and Conditions.

### 4. Will the advertisements be for the overall campaign or will there be specific advertisements for each merchant?

Digital advertisements will be for both the overall campaign and merchants. Each merchant offer/product information will be used to develop online banners which will be featured on rotation basis.

### 5. Are there any costs involved for the merchants?

There is no campaign/marketing cost incurred at the merchants' side as it will be funded by RHB. Merchants will only fund the offers provided to RHB customers (if any) and any existing operational charges e.g. delivery fees.

### 6. What information will be displayed in the website?

We will display the following information:

- Merchant name
- Merchant logo



- Merchant Facebook URL
- Contact number and/or whatsapp number
- Outlet address
- Images of your products/brand
- Offer(s) for RHB customers and the terms and conditions (if any); or
- Merchant description (if no offer is provided)

**7. Can I link to my website instead of Facebook?**

No, the link field is fixed for Facebook. However, you may include your website link in the description section.

**8. How do customers purchase from merchants?**

Customers will purchase directly from the merchants, either online or at the outlet.

**9. Is it mandatory to provide offers to RHB customers?**

No. Merchants are encouraged to provide offers to RHB customers as a way to attract more interest. However, RHB does not obligate merchants to provide offers to RHB customers and they will still be able to participate without any offers.

**10. Are there limitations or requirements to the promotions we can offer?**

No, there are no limitations or requirements to the promotions merchant can offer. However, please ensure that the terms are fair to customers.

**11. Does my offer need to last throughout the campaign period?**

No, it is up to the merchant to decide the duration, i.e. start date and end date of your offer.

**12. What is the requirement to join this campaign?**

Businesses will have to hold and maintain at least one RHB Business Current Account/-i throughout the campaign period.

**13. Is there an agreement to sign between Merchant & RHB before joining this campaign?**

No. As RHB is only providing a platform to promote businesses, there will be no agreement for this campaign. Instead, the campaign terms and conditions will be made available on the registration page and if agreeable, merchants may register and follow the step-by-step guide to upload their information in the website.



**14. I am interested to participate in the campaign. How do I join?**

You may email our Marketing team to register your interest. If you meet the criteria mention in #12, you will be sent a unique link to self-register.

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**15. Is there a cut-off date for registration?**

No, registration is open throughout the campaign period.

**16. I have self-registered my business. How do I know if my application is approved or rejected?**

You will receive an email notification on your status within 3 working days.

**17. How does payment via DuitNow QR work?**

Merchants will have to sign up for DuitNow QR via RHB Reflex Mobile App. When retail customers scan your RHB DuitNow QR code, the payments will be sent over to your RHB Business Current Account/i. You may refer to the details in this page: <https://www.rhbgroup.com/duitnowqr/index.html>.