

Be Safe with Mr. Bling!

Monday, 28 June 2010

The RHB Banking Group kicks off the second half of 2010 by launching the second component of one of its Corporate Responsibility initiatives, the “Missing Children – Reuniting Families” programme at Sekolah Kebangsaan Taman Tun Dr. Ismail (1), Kuala Lumpur, today. Mr. Bling, the friendly RHB mascot for child safety, is officially introduced and it will be the Group’s “ambassador” for the initiative. Mr. Bling will churn out safety tips for the young ones and help educate them on personal safety and crime prevention methods.



(From left) Puan Hajjah Nik Nab binti Sulaiman, Principal of SK Taman Tun Dr. Ismail (I), Dato' Tajuddin Atan, Group Managing Director of the RHB Banking Group, Tan Sri Dato' Haji Alimuddin Hj Mohd Dom, Director-General of Education, YB Senator Heng Seai Kie, Deputy Minister of Women, Family and Community Development, Tan Sri Azlan Zainol, Chairman of RHB Bank Berhad, and Deputy Superintendent of Police Norisah bte. Ab. Hamid, with Mr. Bling at the launch.

Initially launched with the Polis DiRaja Malaysia (PDRM) in 2007, the Missing Children – Reuniting Families programme provided the authorities and concerned families an alternative channel of communication to locate missing children with the help of members of the public.

Speaking at the launch, Tan Sri Azlan Zainol, the Chairman of RHB Bank Berhad remarked, “This initiative first came about in line with the Government’s aspirations to involve the private sector in contributing to community development. With the call for the adoption of good Corporate Responsibility (CR) leadership and practices, we at RHB Banking Group continue to play our role as a caring corporate citizen. As prevention is better than cure, it is our sincere hope that the efforts made will be able to help educate children and create awareness amongst children and parents on crime prevention methods.”

“Mr. Bling is the Group’s extensive effort to enhance our reach to the community, in our bid to convey issues related to crime. As the children’s partner in keeping children safe, Mr. Bling will make its appearance at our roadshows/ school visits, via TV commercials and print media advertisements. We hope Mr. Bling can be a “hero” that children that look up to, emulate and learn from,” said Tan Sri Azlan.

This second component to the “Missing Children – Reuniting Families” programme is an extension of the RHB Banking Group’s previous effort. Booklets have been enhanced to make them more interesting reads, and they will be distributed to schools nationwide. The Group will continue working with the PDRM and seek input and assistance from the schools’ Parent-Teacher Association to strengthen the effort.

Moving forward, the RHB Banking Group hopes to be more active and effective; and will therefore spearhead this programme together with the Ministry of Women, Family and Community Development, with the assistance of the PDRM



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and all other possible channels. We value our younger generation and therefore, pledge to take full commitment and responsibility for their safety; as they are the country's future.

The RHB Banking Group's other CR initiatives include the on-going efforts focusing on educating and nurturing children – programmes such as the RHB-NST Spell-it-Right Challenge and The RHB-The Star Mighty Minds Challenge; and initiatives in collaboration with the Ministry of Education: upgrading resource centres at rural schools, inculcating reading habits among students and increasing the standard of general knowledge.

Issued by Group Corporate Communications Division, RHB Capital Berhad. For more information, please call Eza Dzul Karnain at 012-3420060 or Sandra Foo at 012-3188412.

About the RHB Banking Group

The RHB Banking Group is the fourth largest fully integrated financial services group in Malaysia. The Group's core businesses are streamlined into four Strategic Business Groups (SBGs): Retail Banking, Corporate & Investment Banking, Islamic Banking and International Banking. These businesses are offered through its main subsidiaries – RHB Bank Berhad, RHB Investment Bank Berhad, RHB Insurance Berhad and RHB Islamic Bank Berhad, while its asset management and unit trust businesses are held under RHB Investment Management Berhad. RHB's International Banking Division include the commercial banking operations in Singapore, Thailand and Brunei. The Group also has a non-ringgit based offshore funding operations in Labuan as well as a representative office in Vietnam. It is the RHB Banking Group's aspiration to deliver superior customer experience and shareholder value; and be recognised as one of the top financial services groups in ASEAN.

It's time we simplify banking.