

RHB expands EASY banking network to reach more Malaysians

Kuala Lumpur, 10 December 2009 –The RHB Banking Group today opened 12 new Easy by RHB outlets, with the goal to reach out to more Malaysians who want to experience a new concept in banking with simple and fast banking services.



(From left) Dato' Abdullah Mat Noh, Chairman of RHB Investment Bank, Senator Datin Paduka Chew Mei Fun, Deputy Minister of Women, Family and Community Development, and Dato' Tajuddin Atan, Group Managing Director of the RHB Banking Group, at the launch.



“Our 2 pilot outlets which were opened back in July are a testimony to the fact that the Easy banking concept works. Our customers are responding positively and the results have been encouraging. This has given us the confidence to go on an aggressive expansion drive to bring the Easy banking concept of simple and fast banking to more communities,” said Dato' Tajuddin Atan, Group Managing Director of the RHB Banking Group.



News Room

"We are opening 12 new outlets today and we will open another 16 new outlets in just over the next few weeks. We aim to serve our customers within the neighbourhoods that we are in and to be their top choice 'community' bank. We strongly believe that our customers will benefit from our superior products that are easy to understand, relevant and attractive. Our customers will also experience banking very differently, with paperless account openings and on-the-spot approvals. To better serve the communities, the Easy outlets operate during 'non-traditional' banking hours, 7 days a week, for added convenience to our customers," he added.

Easy's unique suite of products include an 'instant-approval and disbursement' Personal Loan and ASB financing, an instant debit card that allows immediate use for customers' retail purchases, a customized Savings package that encourages savings, as well as Life and Personal Accident Insurance plans. .

As an added incentive, new and existing Easy customers will also be able to participate in a prize draw contest that provides them an opportunity to win over 180 attractive prizes such as the new Perodua Alza, Piaggio Vespa LX 150, and an LCD TV with Home theatre system, among others.

The Group launched its first two Easy outlets in Taman Sri Gombak and Senawang on July 10. The 12 new outlets are located at AEON AU2 (Jusco) Setiawangsa, Taman Keramat; Bandar Sri Permaisuri, Cheras; Dataran Puteri, Puchong; Taman Sri Manja, Petaling Jaya; Seksyen 6, Kota Damansara; Taman Sri Rampai, Setapak; Sentul Raya Boulevard, Sentul; Selayang Mall, Batu Caves; Seksyen U3, Shah Alam; Presint 15, Putrajaya; Jalan Pasar Baru, Semenyih; and Jalan Sultan Abdul Samad, Banting. There are plans in the pipeline to open more outlets in the future to serve more communities throughout the country.

"With the launch of the 12 new Easy by RHB outlets, we will allow more communities to experience Easy's unique and first in kind banking experience, where banking is made simple, fast and accessible to everyone, while delivering superior value and distinctive banking experience to our customers," said Dato' Tajuddin.

Issued on behalf of RHB Bank Berhad 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 Units (SBUs): 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.