

RHB Bank Renews Partnership With Tesco For Tesco-RHB Cards

Kuala Lumpur, 10 December 2013 – RHB Bank Berhad today renewed its partnership with Tesco Stores (Malaysia) Sdn Bhd by relaunching its lifestyle credit and debit cards with brand new card face and enhanced benefits to further strengthen the cards as the Grocery Cards of choice in the industry.



(from left) Mr. Kellee Kam, Group Managing Director, RHB Banking Group and Mr. Georg Fischer, Chief Executive Officer, Tesco Stores (Malaysia) Sdn Bhd renewing their partnership with the new Tesco-RHB Cards

The new Tesco-RHB Cards were launched by Mr. Kellee Kam, Group Managing Director, RHB Bank and Mr. Georg Fischer, Chief Executive Officer, Tesco Stores (Malaysia) Sdn Bhd.

Speaking at the event, Mr. Kellee Kam said that "The Tesco-RHB Cards continue to offer great value for customers with cash back benefits and Clubcard points. Both the Tesco-RHB Credit Card and the Tesco-RHB Debit Card provide the convenience of cash and are safer for customers as they would not need to carry large sums of money with them."

Customers will earn 1 Clubcard Point for every RM2 spent at Tesco Stores and everywhere else with up to 5% cash back for its Tesco-RHB Credit Card customers. With a straight-forward Cash back calculation based on total monthly spending, customers can easily maximize the monthly cash back which is directly credited to customers' account on a monthly basis.

Fischer said, "Being a leading hypermarket in Malaysia, we are always looking for ways to make it even more rewarding for customers to shop at Tesco. In the expected rise in cost of living, the RHB Debit and Credit Card cash back benefits and additional Clubcard points offered would provide the much needed help to customers to get more out of their money, especially when they spend at Tesco."

To date, RHB Bank has a total of 2.3 million credit and debit cards in circulation, which brings up to approximately 8% in credit card market share. RHB Bank will continue to develop new campaigns in the coming months to reward its customers. RHB Credit and Debit Cardmembers can look out for exciting campaigns such as the "Spend & Win?" contest which runs from 24 October 2013 – 31 January 2014 and stand a chance to win a brand new BMW320i and other daily prizes such as Samsung Note 3.

Issued on behalf of RHB Bank Berhad by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Lois Kam at 03-9280 5089.

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 seven Strategic Business Groups ("SBGs"): Retail Banking, Business Banking, Group Transaction Banking, Corporate & Investment Banking, Islamic Banking, Global Financial Banking and Group Treasury.



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These businesses are offered through its main subsidiaries - RHB Bank Berhad, RHB Investment Bank Berhad, OSK Investment Bank Berhad, RHB Insurance Berhad and RHB Islamic Bank Berhad, while its asset management and unit trust businesses are undertaken by RHB Asset Management Sdn. Bhd. and RHB Islamic International Asset Management Berhad. RHB's Global Financial Banking Division includes commercial banking operations in Singapore, Thailand and Brunei. The Group also has a non-ringgit based offshore funding operation in Labuan as well as a representative office in Vietnam. It is RHB Banking Group's aspiration to deliver superior customer experience and shareholder value, and to be recognised as a Leading Multinational Financial Services Group.

About Tesco Stores (Malaysia) Sdn Bhd

Tesco Stores (Malaysia) Sdn Bhd is a joint-venture company between Tesco PLC and Sime Darby Berhad. Tesco PLC is one of the world's largest international retailers with operations in 12 countries, employing almost 530,000 people and serving millions of customers every week. Across its operations worldwide, Tesco believes in giving local customers what they want and creating value while earning their lifetime loyalty.

Tesco Malaysia, established in May 2002 with its first hypermarket in Puchong, Selangor, today continues to deliver excellence in areas that matters most to Malaysian customers from impeccable service, diverse product range and quality to great prices and store environment. Tesco Malaysia employs approximately 11,000 employees and operates 49 stores in 2 formats, Hypermarket and Extra. The TESCO HYPERMARKET format offers customers a complete one-stop shopping from fresh food to apparel with more than 60,000 products. Meanwhile the TESCO EXTRA brand offers customers the widest choice in Food, Clothing, Home and Electronic ranges. The Extra stores also offer a variety of complementary services such as Pharmacy, Optician, Phone Shop and provide a selection of Biz Ranges for our business customers. Recently, Tesco is able to offer even greater convenience to customers in the Klang Valley, Penang and Johor with the launch of its online Grocery Home Shopping service. This service offers customers over 15,000 lines of fresh and frozen food, groceries and non-food items such as health and beauty, baby needs and basic household items with delivery to their homes.

Every year, Tesco Malaysia reinforces its commitment to make what matters better through its CSR (Corporate Social Responsibilities) channels and by creating tangible contributions that uses its scale for good. Currently, Tesco Malaysia is working with the University of Malaya Medical Centre Paediatric Oncology Ward as its charity partner in Helping Children with Leukaemia (HCWL). To-date has raised over RM600,000 to help provide the much needed treatment for underprivileged children with leukaemia. In reducing its carbon footprint, Tesco Malaysia via its Greener Earth: Plant A Tree campaign has a three-year plan to plant 500,000 trees in Malaysia. To date, Tesco has planted 62,250 trees.

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