



FOR IMMEDIATE RELEASE

RHB LIFESTYLE MOBILE APP AWARDED BEST CARD LOYALTY PROGRAM

Kuala Lumpur, 11 September 2015 – RHB Bank Berhad bagged the ‘Best Card Loyalty Program Award’ under the Asia Technology and Strategy Awards Category, at the 2nd Cards & Electronic Payments International (CEPI) Asia Award 2015, held in Singapore on 10 September 2015.

The award recognised the innovative RHB Lifestyle mobile app which offers customers a seamless experience in mobile banking. The application makes finding, purchasing and redeeming attractive deals and coupons easy with RHB cards and RHB Now (internet banking), through its user-friendly interface. RHB customers also stand to enjoy innovative privileges offered through the augmented reality feature that makes locating the nearest Automated Teller Machines (ATMS) or branches easier. RHB Bank is the first bank in Malaysia with a lifestyle mobile app that allows the sending and receiving of gifts among its users.

The CEPI Awards are the premier regional awards which reflect the latest trends in the cards and payments segments. It highlights significant initiatives that have established a strong foothold in the Asia-Pacific region over the last 18 months.

RHB Banking Group’s Rohan Krishnalingam, Group Chief Operations Officer who received the award, said, “RHB is committed to continuously enhance our customer service experience. We recognise the changing needs of our customers’ demands and we will continue to remain innovative to anticipate and deliver their expectations”.

Issued on behalf of RHB Bank Berhad by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Thavamalar at 03-9280 2445 or Alicia Pinto at 9280 5091.

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 three main business pillars, namely Group Retail and Commercial Banking, Group International Business and Group Corporate and Investment 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 undertaken by RHB Asset Management Sdn. Bhd. and RHB Islamic International Asset Management Berhad. The Group’s regional presence now spans ten countries including Malaysia, Singapore, Indonesia, Thailand, Brunei, Cambodia, Hong Kong, Vietnam, Lao PDR and Myanmar. It is RHB Banking Group’s aspiration to continue to deliver superior customer experience and shareholder value; and to be recognised as a Leading Multinational Financial Services Group.