



FOR IMMEDIATE RELEASE

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RHB's "Trade & Win 2.0" campaign boosts investment

KUALA LUMPUR – Two lucky RHB Investment Bank Berhad customers today drove away with grand prizes Honda BR-V vehicles at its second "Trade & Win 2.0" campaign. The campaign, which ran for 12 months from 1 March 2017 to 28 February, 2018, was launched to help drive the participation of retail customers in the capital markets, encouraging investment activities.

The "Trade & Win 2.0" campaign was extended to all new and existing RHB Investment customers who earned lucky draw entries by trading in equities and/or futures in the local and/or foreign market.

"RHB Investment Bank's retail participation against Bursa's overall turnover has increased from 4.2% in FY2016 to 4.8% in FY2017. This campaign has attracted more than 11.5 million entries and a total participation of 62,619 customers over the last 12 months, with a gross revenue of RM218 million. Through this campaign, our previously inactive customers started investment activities again with more than 38,000 accounts reactivated. Together with the increase in investment activities by our new customers, the Trade & Win Campaign has successfully driven the increase in retail participation on Bursa Malaysia," said Dato Khairussaleh Ramli, Group Managing Director, RHB Banking Group.

Winners of the two (2) grand prizes were Mr Lee Joo Li, client from RHB Sutera Utama Branch and Mr. Ee Han Sin, client from RHB Muar Branch, walked away with a brand new Honda BR-V each.

Issued on behalf of RHB Bank Berhad by Group Corporate Communications Division. For more information, please contact Norazzah Sulaiman at 603-9280 2125/ norazzah@rhbgroup.com or Cynthia Blemin at 012-249 4071/ cynthia.blemin@rhbgroup.com. For enquiries in regards to banking, products and services please contact our Customer Care Centre at 603-9206 8118.

About the RHB Banking Group

The RHB Banking Group, with RHB Bank Berhad as the holding company, is the fourth largest fully integrated financial services group in Malaysia. The Group's core businesses are structured into seven main business pillars, namely Group Retail Banking, Group Business & Transaction Banking, Group Wholesale Banking, RHB Singapore, Group Shariah Business, Group International Business and Group Insurance. Group Wholesale Banking comprises Corporate Banking, Investment Banking, Group Treasury & Global Markets, Asset Management and Private Equity. All the seven business pillars are offered through the Group's main subsidiaries – RHB Investment Bank Berhad, RHB Islamic Bank Berhad and RHB Insurance 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/China, Vietnam, Lao PDR and Myanmar.

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