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## **RHB FUELLING DREAMS, DRIVING HOPE**

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**Kuala Lumpur** – RHB Banking Group launched its Hari Raya Aidilfitri corporate video “Berkat di sulam, bantuan diberi”, inspired by a true story of a single-mother, Puan Padzilah Enda Sulaiman, who rose above her limitations and founded a successful business, Telekung Siti Khadijah.

An SME customer of RHB Banking Group, Puan Padzilah is a testament of RHB Banking Group’s brand values of providing equal economic opportunities to members of the community and fuelling progress.

“This video represents the RHB brand as a catalyst that inspires and births new talents in entrepreneurship while upholding our brand promise of being a trusted partner, especially amongst SMEs in Malaysia. The advertisement reflects on RHB’s presence in the community, reaching out to budding entrepreneurs in their time of need,” said Abdul Sani Abdul Murad, Group Chief Marketing Officer, RHB Banking Group.

Previous editions of RHB’s festive advertisements have featured meaningful depictions of popular stars such as superstar rapper, Altimet, national football hero, Thanabalan and world diving champion, Cheong Jun Hoong.

The video is available for viewing on all social media channels.

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*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](mailto:norazzah@rhbgroup.com) or Cynthia Blemin at 012-249 4071/ [cynthia.blemin@rhbgroup.com](mailto: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.*

For more information, please visit [www.rhbgroup.com](http://www.rhbgroup.com)