



FOR IMMEDIATE RELEASE
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RHB PARTNERED MRCA TO SUPPORT RETAILERS AND SMEs AT MIRF 2019

KUALA LUMPUR: RHB Banking Group (RHB) partnered Malaysian Retail Chain Association (MRCA) in support of more than 400 leading retail chain store operators, franchisers as well as small and medium enterprises (SMEs) through the Malaysia International Retail & Franchise Exhibition 2019 (MIRF). According to MRCA, MIRF 2019 which took place on 18 July to 20 July 2019, transacted more than RM72.0 million in business revenue as compared to MIRF 2018 which transacted more than RM65 million in business revenue.

Themed “Franchise Forward”, the exhibition is a growth platform for local and international retail and franchise businesses, to help shape and cultivate new business model and innovative strategies. 11,000 visitors comprising of business owners, new start-ups and individuals attended the three day Exhibition which had the participation of delegates from over 10 countries.

Through the partnership RHB was able to engage with leading chain store operators in Malaysia and share with them the products and services available for retailers and SMEs. Amongst the key products and services being showcased throughout the Exhibition were the RHB SME e-Solution Platform which offers SMEs complete interoperability to achieve greater business efficiency. The enhanced RHB SME e-Solutions is one of the core components of the RHB SME ecosystem providing SME customers with value added features on a single platform that include seamless integration of banking activities. Other products being offered at the Exhibition were;

- Business current account & Reflex
- SME e-Solution (SES)/ SME digital ecosystem
- Corporate Employee Privilege Scheme (CEPS)
- Tailor made Business Loan (PINTAS/BizPlus)
- Business Deposits (SME Flexi FD)
- RHB Premier account

“Through MIRF 2019, RHB was able to reach out to Malaysian leading retail chain store operators as well as franchise owners, further boosting our penetration rate of the Retail SME segment in Malaysia. RHB will continue to introduce business-friendly solutions and product features that makes everyday business simple and convenience and which will help SMEs to optimise resources, improve productivity and strengthen their competitive edge,” said Jeffrey Ng Eow Oo, Head, Group Business and Transaction Banking.

MRCA President Datuk Seri Garry Chua said, “I believe as MRCA, we have an obligation towards the industry, community and the public to organize MIRF and MRCA Retail Conference to create exposure and opportunities for collaborations, partnerships and networking. I also believe that it is our responsibility to govern and ensure that all parties in the retail and franchise industry have a fair chance in the market place. We hope with this initiative, we are able to assist the growth and development of the retail and franchise industries. I would like to take this opportunity to thank to our partners, sponsors, the retail industry, the public and the media for their support over the years.”

RHB SME ecosystem offers a line-up of cloud-based business solutions aimed at empowering SMEs with versatile solutions comprising the following;

- RHB SME e-Solutions – all-in-one solution designed for SME customers including Accounting Software, e-Point of Sale and Human Resource Management.
- RHB SME Online Financing and Online Business Current Account Opening – a customer self-initiated online loan application portal that allows small businesses to apply for financing in a few minutes and receive cash within a few days.
- RHB Financial Supply Chain (FSC) – offers business solutions that optimise working capital and provide liquidity to business through ecosystem financing by which suppliers and retailers can perform payment for goods and services through RHB’s platforms.
- RHB Biz Power – a business lending solution which provides SMEs the flexibility to obtain financing with a customised combination of Term Loan, overdraft (OD) and trade facility based on needs.

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 RHB Banking Group

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