



**FOR IMMEDIATE RELEASE**  
**3 SEPTEMBER 2019**

---

## **RHB RECOGNISED FOR INNOVATION AT THE ASIAN BANKER MALAYSIA AWARDS 2019**

---

**Kuala Lumpur, Malaysia** – RHB Banking Group (“RHB”) was awarded ‘Best Financial Supply Chain Initiative, Application or Programme’ and ‘Best Innovation Centre by Financial Institution in Malaysia’ for innovation and digital banking at The Asian Banker Malaysia Awards 2019.

The two awards acknowledge various achievements and initiatives stemming from RHB’s ongoing Digital Transformation journey, in particular the recently launched first-of-its-kind SME connected banking ecosystem featuring its enhanced RHB SME e-solutions platform. This facility offers SMEs complete interoperability to achieve greater business efficiency through tie-ups with cloud-based business solutions partners, which include financial accounting software, point-of-sale solutions, e-wallet operators and payroll providers.

The ‘Best Financial Supply Chain Initiative, Application or Programme’ award recognises RHB’s Financial Supply Chain (RHB FSC) platform which optimises working capital and provides liquidity through ecosystem financing, empowering suppliers and buyers to perform payment for goods and services through RHB’s Reflex Cash Management services. The RHB FSC is a web-based solution which provides a seamless platform for online facility draw-down and payments without any physical documents required.

“We continuously reimagine our customers’ day-to-day banking journey to provide them with a simple, fast and seamless experience. By providing unique features and improving user experience that address customers’ pain points and needs, we aim to further strengthen our position as a leading digital-centric bank while focusing on customers as our top-most priority. It is through this approach that we have seen our transactions and interactions through digital channels grow by 79% from 2016 to 2018. RHB’s new offerings and innovations such as our enhanced RHB SME e-solutions platform, SME Online Financing and improved RHB Mobile Banking App will continue fuelling this positive trend,” said Rohan Krishnalingam, Group Chief Digital and Technology Officer, RHB Banking Group.

---

Issued on behalf of RHB Bank Berhad by Group Corporate Communications Division. For more information, please contact Cairil Irwan at 012-333 5007/ [cairil@rhbgroup.com](mailto:cairil@rhbgroup.com) or Cynthia Blemin at 012-249 4071/ [cynthia.blemin@rhbgroup.com](mailto:cynthia.blemin@rhbgroup.com)

## **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)