



10 MAY 2021

RHB INTRODUCES FUN FEATURES TO e-DUIT RAYA

Kuala Lumpur – RHB Banking Group (“RHB” or the “Group”) celebrates the spirit of inclusivity and togetherness this Hari Raya Aidilfitri with the launch of a new feature to its RHB Mobile Banking App, adding a touch of fun in the sending of e-Duit Raya through the DuitNow platform.

In catering to the increasing demand for online and mobile transfers this festive period, RHB’s e-Duit Raya has been enhanced to incorporate an element of fun into these simple transactions. Through the RHB Mobile Banking App, customers may now personalise their Hari Raya wishes and digital green packets by using their selfie together with an exciting and trendy filter. The new e-Duit Raya function is available to customers starting 10 May 2021.

“The number of customers using DuitNow has tripled over the past year, in line with the shift in transactional preference accelerated by the COVID-19 pandemic. With travel restrictions this Hari Raya and the need to keep family and friends physically distanced, our Mobile App makes it easy and safe for our customers to send digital money packets to their loved ones no matter where they are. The simple act of giving during festive occasion brings us closer to our loved ones just with the swipe of a finger,” said Abdul Sani Murad, Group Chief Marketing Officer of RHB Banking Group.

From 15 April to 31 May 2021, the top 10 customers with the most number of DuitNow transactions of RM10 each and above stand a chance of winning 10 gram 999.9 gold bars worth more than RM2,500.

Leading up to Hari Raya Aidilfitri, RHB has also launched its Hari Raya video entitled ‘Sempurna’, narrating the heart-warming true story of a young girl, Nuramira, who uses expressive sign language to perform songs for the deaf community. Through this selfless action and her drive for togetherness and inclusivity, she helps her differently-abled friends understand the emotions and meanings behind the songs that they are unable to hear, allowing them to experience songs on a whole different level.

“We have taken special consideration in the production of the video to make sure that it is also accessible to those with impaired hearing. Our Hari Raya film transcends beyond just a festive piece to a visual demonstration of what RHB believes in – that progress is truly for everyone,” Abdul Sani added.

RHB’s Hari Raya video is available on the Group’s social media pages as well as at www.youtube.com/watch?v=6yxAlYl_TuU. For more information on RHB DuitNow e-Duit Raya, please visit www.rhbgroup.com/p/RY1