

### RHB Makes Banking EASY For The Masses

**Kuala Lumpur, 15 July 2009:** The RHB Banking Group recently introduced a new, simplified concept in banking, aptly named Easy by RHB.



*Tan Sri Azlan Zainol (center), Chairman of RHB Bank Berhad, officiating the launch of Easy by RHB with Renzo Viegas (left), Head of Retail Banking of the RHB Banking Group, and Dato' Tajuddin Atan (right), Group Managing Director of the RHB Banking Group.*

"Easy by RHB is a new 'community' banking concept designed to offer products that are easy to understand, relevant and attractive, while making the customers' banking experience simple and convenient," said Dato' Tajuddin Atan, Group Managing Director of the RHB Banking Group.

"Paperless application processes and instant approvals are what customers will experience when they walk in to obtain their products in any Easy outlet. In addition, Easy outlets will be situated closer to the community and will operate during 'non-traditional' banking hours for easy and comfortable access," he added.

Complete with a new brand image, relevant to the Easy target segment, Easy's unique suite of products include an 'instant-approval' Personal Loan, an instant debit card that allows immediate use for your retail purchases or spend, a customized Savings package that encourages savings, a special Personal Accident Insurance plan, as well as ASB financing.

Easy customers will also participate in a quarterly prize draw that provides them an opportunity to win attractive prizes.

The Group launched its first two Easy outlets in Taman Sri Gombak and Senawang today. They have plans to open more in the future to serve more communities throughout the country.

"With the launch of Easy by RHB, and through Easy's unique customer-centric approach, we will make banking simple, accessible and convenient, while delivering superior value and distinctive customer service to our customers," said Dato' Tajuddin.

Issued on behalf of RHB Bank Berhad by Group Corporate Communications Division, RHB Capital Berhad. For more information, please call Eza Dzul Karnain at 012-3420060 or Sandra Foo at 012-3188412.



## News Room

---

### About the RHB Banking Group

The RHB Banking Group is the fourth largest fully integrated financial services group in Malaysia. The Group's core businesses are streamlined into four Strategic Business Units (SBUs): Retail Banking, Corporate & Investment Banking, Islamic Banking and International Banking. These businesses are offered through its main subsidiaries – RHB Bank Berhad, RHB Investment Bank Berhad, RHB Insurance Berhad and RHB Islamic Bank Berhad, while its asset management and unit trust businesses are held under RHB Investment Management Berhad. RHB's International Banking Division include the commercial banking operations in Singapore, Thailand and Brunei. The Group also has a non-ringgit based offshore funding operations in Labuan as well as a representative office in Vietnam. It is the RHB Banking Group's aspiration to deliver superior customer experience and shareholder value; and be recognised as one of the top financial services groups in ASEAN.

It's time we simplify banking.