

RHB Islamic Bank Unveils New Corporate Identity at The Official Opening of Its Kota Kinabalu Branch

Kota Kinabalu, 06 November 2009: RHB Islamic Bank (“RHB Islamic”) of the RHB Banking Group officially launched its new Corporate Identity during the opening of the Bank’s eleventh branch.



(From left) Jamelah Jamaluddin, Managing Director of RHB Islamic Bank, Datuk Haji Faisal Siraj, Chairman of RHB Islamic Bank, Datuk Seri Musa Haji Aman, Chief Minister of Sabah, Dato’ Tajuddin Atan, Group Managing Director of the RHB Banking Group, and Siaw Kok Chee, Regional Director of Sabah, RHB Bank, at the launch of RHB Islamic Bank’s new Corporate Identity.

The event was graced by the Chief Minister of Sabah, Datuk Seri Musa Haji Aman. Also present were Datuk Haji Faisal Siraj, Chairman of RHB Islamic Bank, Dato’ Tajuddin Atan, Group Managing Director of the RHB Banking Group, and Jamelah Jamaluddin, Managing Director of RHB Islamic Bank.

Consequent to the RHB Banking Group’s transformation last year, it seemed timely for the Islamic banking arm to adopt an identity designed to accord with and facilitate the attainment of its business objectives. “By having a unique identity, we would be able to distinguish ourselves from the other subsidiaries within the Group, and make ourselves more prominent, relevant and appealing to our target audience while continuously contributing to and supporting the Group,” said Jamelah Jamaluddin.

Commenting on RHB Islamic’s target audience, Datuk Haji Faisal was quick to point out that Islamic banking need not necessarily apply to only Muslims. He cited, “40% of RHB Islamic’s retail customers are non-Muslim, while 60% of commercial and corporate clients make up the non-Muslims”. This is an important indication that there is a huge potential for further growth in Islamic banking.

The move to open its second branch in East Malaysia was due to the positive response to Shariah-based products and services received by the Group’s nine conventional bank branches in Sabah and Labuan. Datuk Haji Faisal added, “The feedback we received from our customers in Sabah alone has been very encouraging, hence making it necessary that we reach out further to meet this increasing demand.”

The new full-fledged branch offers Home Financing-i, Hire Purchase-i, Personal Financing-i, Commercial Financing, a variety of Deposits and Wealth Management services.



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Subsequent to this launch, a three-day Islamic Banking Fiesta, specially organised for local customers and the public, will be held until Sunday, 8 November 2009 from 10AM to 5PM. Visitors will be able to learn more about the Bank's Shariah-based products and services while feasting their eyes on a showcase of the latest automobile models by prominent car dealers as well as housing projects by reputable local developers. Special financing packages for all retail products will be offered to all eligible prospective customers. Several family-oriented activities will also be held.

Datuk Haji Faisal proudly announced, "This event, hosted by a financial institution, is the first of its kind in Kota Kinabalu and arguably in Sabah. It serves the Management's objectives to build and maintain an excellent rapport with the people of the land below the wind. We look forward to spreading our wings here".