

RHB Banking Group & PARTNERS STEPS UP AWARENESS ON CHILD SAFETY

KUALA LUMPUR: The RHB Banking Group, in collaboration with the *Polis DiRaja Malaysia* (PDRM) and the Malaysia Crime Prevention Foundation (MCPF) launched the “Reuniting Families – Child Safety” Roadshow today.

The campaign is aimed at educating and spreading awareness to parents and children on child safety. Endorsed by the Ministry of Women, Family and Community Development, the roadshow is also intended to engage and reach out to parents who wish to seek advice or learn more on ways to prevent crime against children. A series of crime prevention and awareness roadshow will be held at several locations in Klang Valley as well as selected states in Malaysia, and today’s launch kick-started the initiative.



The roadshow saw Senator Heng Seai Kie, Deputy Minister, Ministry of Women, Family and Community Development, Dato’ Sri Khalid Abu Bakar, Deputy Inspector-General of Police and Tan Sri Lee Lam Thye, Vice Chairman, Malaysia Crime Prevention Foundation at the event. The two-day road show had various back-to-back activities, including workshops, talks and forums related to self defense and street crime education, as well as games and contests.

In his speech, Tan Sri Azlan Zainol, the Chairman of the RHB Bank Berhad stated, “The collaborative effort between RHB, PDRM and MCPF is crucial to ensure the success of the initiative. It is hoped that the activities will have a positive impact in educating and spreading awareness to parents and children alike. We hope not only to educate but also share important tips on crime prevention, as prevention is better than cure. Apart from sharing and spreading awareness, the roadshow is meant as a platform for parents and children to interact with authorities like PDRM and NGO’s like MCPF and UNICEF, for them to discuss and seek advice with the relevant parties on issues related to child safety.”

“The RHB Banking Group has always given its total commitment to this programme. We made the call to utilize all of our branches and get the participation of our employees all over the country because we acknowledge the urgency of the matter. We hope this *Reuniting Families – Child Safety* roadshow will continue to provide assistance, spread awareness and bring glitters of hope. After all, it is everyone’s responsibility to protect our young ones and to create a safe environment for our children. We invite everyone, government, NGO’s and private institutions, to join hands with the RHB Banking Group and support this cause,” Tan Sri Azlan Zainol added.

Moving forward, the RHB Banking Group hopes to be more active and effective with the assistance of the PDRM, MCPF and the Ministry of Women, Family and Community Development, and all other possible channels. We value our younger generation and therefore, pledge to take full commitment and responsibility for their safety; as they are the country’s future leaders.

Issued on behalf of RHB Bank Berhad by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Azman Shah Md Yaman at 03-92802419 or Shima Reza at 03-92802533



News Room

About the RHB Banking Group

The RHB Banking Group is the fifth largest fully integrated financial services group in Malaysia. The Group's core businesses are streamlined into seven Strategic Business Groups (SBGs): Retail Banking, Business Banking, Group Transaction Banking, Corporate & Investment Banking, Islamic Banking, Global Financial Banking and Group Treasury. 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 Global Financial Banking Division includes 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 RHB Banking Group's aspiration to deliver superior customer experience and shareholder value; and be recognised as one of the top financial services group in the ASEAN Region.

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