



News Room

RHB Now Race for a Ducati! Campaign

20 January 2012 – RHB Now kicks off the year with the "Race for a Ducati!" campaign, set to make the RHB Banking Group's customers' hearts racing with excitement.

The RHB Internet & Mobile Banking was rebranded in April 2011, from then on known as RHB Now. Available via iPhone, iPad, J2ME symbian phones and now available via Android phones and tablets, RHB Now offers the following services: bill payment, fund transfer, mobile top-up and account inquiry. Starting from today, it also offers the flexibility of purchasing GSC movie tickets via GSC Mobile Android Application.

The RHB Now "Race for a Ducati!" campaign is open to customers who perform any of the RHB Now financial transactions. The campaign runs for 8 weeks, from 20 January – 15 March 2012.

Speaking at the launch, Mr. Renzo Viegas, Deputy Managing Director, RHB Bank Berhad, said, "We are pleased to note that RHB Now users have increased 3.5 times for the last 24 months. We project the growth to increase 2.5 times more from all channels by end of the year. This campaign is one of our ways of giving our customers a more rewarding internet and mobile banking experience. It is unique in that we hope to show our customers we appreciate them by creating more value and offers to meet their needs."

To be eligible for the campaign, the customers need to perform any financial transactions via RHB Now, then play the RHB Now Racer online and mobile game from various channels such as PC/laptop, iPhone, iPad and Android phones and tablets. The customer with the highest score will be displayed in the Leader Board.

The top 10 customers with the highest score of the week will win exciting Weekly prizes. The top 10 best players with the highest score throughout the campaign period will be invited to a Grand Finale Challenge event and compete among each other. The top 3 customers with the highest score will win an Italian Ducati Monster 795 bike, the latest offering from Ducati Malaysia, and Ducati merchandise each while the rest will win consolations prizes consists of cash and Ducati merchandise each.

The Monster is a motorcycle designed by Miguel Angel Galluzzi and produced by Ducati Motor Holding in Bologna, Italy since 1993 and till to date in the motorcycle World, it is an icon in the naked bike segment.

A naked bike is characterized by an exposed engine and frame and the deliberate use of the trellis frame in the Ducati Monster is an integral part of the motorcycle's design allowing for both aesthetic appeal and structural efficiency. The new incarnation of the latest Monster 795 is powered by an 803cc L-Twin Desmodromic air cooled engine giving superior performance and handling so famous in any Ducati.

According to Datuk Wira SM Faisal Tan Sri SM Nasimuddin, Joint Group Executive Chairman, Naza Group of Companies "We have always explored new ways of reaching out to our customers and with the following strategic partnership we are proud to present the DUCATI World through RHB. A synergy that creates a new level of excitement to both brands that combines online and traditional methods"

Next Bike (Ducati Malaysia) Sdn Bhd, a company under NAZA Group of Companies and the official distributor for Ducati in Malaysia will be the exclusive partner of RHB Bank Berhad to conduct a series of road shows in the major cities and towns across Malaysia.

Issued by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Shima Reza at 03-9280 2533.



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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 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.

It's time we simplify banking.