

RHB Now brings Italia Mania to Malaysian shore

Kuala Lumpur, 16 October 2012 – RHB Now is back with fantastic rewards for their loyal Internet & Mobile Banking customers as they launch the Italia Mania campaign. The campaign runs for 11 weeks, from 16 October 2012 – 31 December 2012 and is set to warm many hearts with the fabulous prizes in store.



From left: Encik Zakaria Ismail, Director of Public Affairs, NAZA Group and Encik Johari Abdul Muid, Managing Director, RHB Bank Berhad launching the RHB Now Italia Mania Contest

By playing a simple game, customers stand an exciting chance to win one of the five classic and trendy Grand Prizes, the Vespa GTS 300, as well as other equally alluring monthly and weekly prizes.

The Italia Mania campaign is open exclusively to RHB customers who perform any of the RHB Now financial transactions by spending a minimum of RM30 per transaction.

To be eligible for this campaign, customers need to perform the specified financial transactions via RHB Now through web or mobile and will be entitled to play the Italia Mania game. Customers will earn Star Point(s) upon playing the game which is accumulative throughout the campaign period. Customers with the highest accumulative Star Points will stand a chance to win the weekly cash prize, the monthly Italy travel package for 2 or the Grand Prize, a Vespa GTS 300.

The RHB Now Italia Mania is one of the many initiatives by RHB Bank Berhad to ensure customers' needs are fulfilled via fun and rewarding campaigns.

Speaking at the launch, Encik Johari Abdul Muid, Managing Director, RHB Bank Berhad, said, "The last decade has seen the world of technology advance by leaps and bounds, with the use of the Internet and mobile leading to the development of more creative and innovative services. To be at par with the fast moving technology development, RHB Now offers our customers the flexibility and convenience of using our services with just a click of a mouse or a tap of their finger."

"This campaign is one of our ways of giving our customers a more rewarding internet and mobile banking experience, and the mileage they deserve. It is unique in that we hope to show our customers we appreciate them by creating more value and offers to meet their needs."

NAZA Premira Sdn Bhd, a company under NAZA Group of Companies and the official distributor for Vespa in Malaysia will be the exclusive partner of RHB Bank Berhad for Italia Mania campaign. The continuation of strategic partnership between NAZA Group and RHB Bank aims to prolong the excitement level and interest towards motoring and banking industry.



News Room

The synergy of the brand proposition is compelling to the same target market: 18 – 34 years old. A series of road shows nationwide to garner brand affinity and strengthen customer loyalty will be the best avenue to reach out and communicate to the market.

According to Datuk Wira SM Faisal Tan Sri SM Nasimuddin, Joint Group Executive Chairman of NAZA Group of Companies, “NAZA World has always maintained a good rapport with Malaysia’s leading local banking group, RHB. We

are very delighted to once again partner with RHB Bank, and this would be the first time Vespa Malaysia is collaborating with a banking group to carry out the Italia Mania campaign simultaneously throughout the nation. However, based on the previous collaboration between NAZA World and RHB through the Ducati brand, I have no doubt that this dynamic partnership will be another successful and rewarding one.”

“We have always explored new ways of reaching out to our customers and with the following strategic partnership we are proud to present Vespa & the Vespa lifestyle through RHB which creates a new level of excitement to both brands and ultimately, our loyal customers will benefit from the collaboration between NAZA World and RHB Bank,” said Datuk Wira SM Faisal.

Issued on behalf of RHB Bank Berhad by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Eza Dzul Karnain at 03-92802552.

About the RHB Banking Group

The RHB Banking Group is one of Malaysia's fully integrated financial services group. 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. The Group has its presence in Singapore, Thailand and Brunei.

About NAZA Group of Companies

NAZA Group of Companies began its humble beginnings from a used and reconditioned car trader under NAZA Motor Trading in 1975 founded by the late Tan Sri SM Nasimuddin SM Amin.

The Group has evolved into a diversified conglomerate venturing in “Multiple Automotive Sectors” such as retailing, importing, distribution and dealership for international marquees such as Ferrari, Maserati, Mercedes-Benz, Brabus, Chevrolet, Mazda and Perodua to reputable motorcycle brands such as Harley Davidson, Ducati, Aprilia, Vespa, Piaggio, Gilera and other superbikes, the assembly and manufacturing of NAZA's own bikes for the local and regional markets, and the establishment of NAZA Auto Mall being Malaysia's premier ‘one-stop-centre’ lifestyle automotive mall displaying a variety of cars’ and motorbikes’ selection as the ‘Largest Motor Showroom’ in Malaysia. Its Ferrari and Maserati showroom was also recognized as the ‘Largest Supercar Showroom’ in Malaysia, an award certified by the Malaysia Book of Records.

Latching on the success of its automobile businesses, it has since expanded into a variety of prominent “non-automotive sectors” which includes property management, finance, insurance, manufacturing, limousine, transportation, logistics, merchandise management, agriculture and plantations. Today, a part of NAZA Group is headed by Datuk Wira SM Faisal Tan Sri SM Nasimuddin, the Group's Joint Executive Chairman.