

### RHB Bank Brings Its 100th Anniversary Celebration Customer Event to Alor Setar

**Alor Setar, 7 February 2013** - RHB Bank Berhad (RHB Bank) recently held a customer appreciation event as part of its 100th Anniversary celebration. The Hi - Tea event held in Alor Setar is a gesture of the Bank's appreciation to its customers for their support through the years.



*(Center) Encik Johari Abdul Muid, Managing Director, RHB Bank Berhad and (second from left) Mr Yong Kin Leng, Regional Director, Northern Region of RHB Bank at the 100th Anniversary High Tea celebrations in Alor Setar.*



*(Third from right) Encik Johari Abdul Muid, Managing Director, RHB Bank Berhad and (third from left) Mr Yong Kin Leng, Regional Director, Northern Region of RHB Bank catching up with the customer at the 100th Anniversary High Tea celebrations in Alor Setar.*

The Alor Setar celebration is the second of 12 appreciation Hi Tea events for customers which will be held in different states nationwide throughout 2013. The next Hi Tea event will be held within the east coast region, at Kota Bharu on 21 February 2013.



## News Room

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"We have come a long way from being the first local bank in Malaya to become one of Malaysia's leading multinational financial services group today. On 15 July 2013, we will celebrate our first century of growth, progress and success. As such, we want to acknowledge the strong support of our customers who have contributed to the success of our journey," said Mr. Yong Kin Leng, Regional Director, Northern Region of RHB Bank.

In addition to the appreciation Hi-Tea, there will also be various activities to mark RHB Bank's 100th Anniversary. Customers and members of the public can look forward to concerts by popular local artistes, RHB Fun Runs and carnivals scheduled to be held in September in six locations around Malaysia.

A series of promotional product campaigns have also been lined-up in conjunction with the centennial celebration. This includes the 'Win A Volkswagen The Beetle Contest' and the 'Mortgage Centennial Celebration – 100 days Home Loan Interest Free Period'. In the contest, RHB credit or debit cardholders who spend a cumulative of RM100 daily, until 8 February 2012, using the cards will stand a chance to drive home with a brand new Volkswagen. As for the Home Loan promotion, a 100-day home loan interest free period is given for every 100th customer whose home loan application is approved and accepted within the campaign period of now till end of April 2013.

*Issued on behalf of RHB Bank Berhad by the Group Corporate Communications Division. For more information, please call Lois Kam at 03-2333 8282.*

### **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, OSK Investment Bank Berhad, RHB Insurance Berhad and RHB Islamic Bank Berhad, while its asset management and unit trust businesses are undertaken by RHB Investment Management Berhad and OSK-UOB 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 to be recognised as a leading multinational financial services group.*