

RHB Bank Unveils SOGO-RHB Double Rewards Credit Card

Kuala Lumpur, 15 November 2013 - RHB Bank Berhad today unveiled the new SOGO - RHB Credit Card; a card that gives double rewards to customers with Cash Back and S-Points on all their incurred expenses at KL SOGO Department Store. The new credit card was launched by Mr Kellee Kam, Group Managing Director, RHB Banking Group who was joined by YBhg. Dato' Mohamed Khadar Merican, Chairman of KL SOGO and Mr Andrew Lim, Managing Director of KL SOGO.



(from left) Andrew Lim, Managing Director, Sogo KL, Dato Mohamed Khadar Merican, Chairman, Sogo KL, Kellee Kam, Group Managing Director, RHB Banking Group, Yeoh Beng Hooi, Acting Director, Retail Banking, RHB Bank Berhad launching the new Sogo-RHB Credit Card.



(from left) Kellee Kam, Group Managing Director, RHB Banking Group, holding his newly acquired Sogo-RHB Credit Card 10 minutes after the launch through RHB Instant Card Issuance.



News Room

Speaking at the launch, Mr Kellee Kam, said that “SOGO-RHB Credit Card is targeted at discerning consumers looking to stretch their spending capacity. In understanding the needs of the “value seeker” market i.e customers who opt for better value for their money, we have positioned the SOGO-RHB Credit Card as a Double Rewards Card where customers get to earn cash back & S-Point.”

Customers will earn 1 S-Point for every RM1 spent at KL SOGO Department Store and RM2 for KL SOGO Supermarket and places apart from KL SOGO when they swipe with their SOGO-RHB Credit Card. The total reward points accumulated will be reflected in KL SOGO S Card account on a monthly basis.

The credit card also offers holders up to 5% cash back for spending at KL SOGO. Cash back earned will be credited to customers' account monthly.

RHB Bank to date has a total of 2.3 million credit and debit cards in circulation, which totals to approximately 8% in credit card market share.

In conjunction with the Bank's centennial celebrations, RHB Bank will continue to reward its customers through various campaigns throughout 2013. RHB Credit and Debit Cardmembers now stand a chance of winning a brand new BMW320i and daily prizes of Samsung Note 3 by participating in the 'Spend & Win' contest which runs from 24 October 2013 – 31 January 2014.

Issued on behalf of RHB Banking Group by the Group Corporate Communications Division. For more information, please call Lois Kam at 03-9280 5089 or email at lois.kam@rhbgroup.com

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, Corporate & Investment Banking, Business Banking, Islamic Banking, Global Financial Banking, Group Treasury and Group Transaction Banking. 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 undertaken by RHB Investment Management Sdn. Bhd. and OSK-UOB Investment Management Berhad. The Group's regional presence now spans eight countries including Brunei, Cambodia, Indonesia, Hong Kong, Malaysia, Singapore, Thailand and 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.