



## News Room

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### RHB Bank Rewards Customers With KIA Rio Through 'Spend & Win' Contest

**Kuala Lumpur, 23 January 2014** - RHB Bank Berhad rewarded the Grand Prize winner of the 'RHB Debit Visa Spend & Win' contest with a brand new Kia Rio 1.4 SX at the Naza Kia Showroom today as part of its 100th anniversary celebrations.

Teh Boon Tat, 32, an RHB Debit Visa Card holder from Klang was selected as the grand prize winner of the 'RHB Debit Visa Spend & Win' contest jointly organised by RHB Bank and Visa International.

"We wanted to recognise the valuable role that our customers play in making our service a winner. This contest gave RHB the opportunity to express our appreciation by creating a memorable and exciting experience for them" said Mr. Yeoh Beng Hooi, Acting Director of Retail Banking, RHB Bank Berhad, during the prize presentation ceremony.

The contest was held for 100 days in conjunction with RHB's 100 years celebration from 1 August 2013 to 8 November 2013 in collaboration with Visa International to reward RHB Debit Visa card members when they use their Debit card for everyday spending.

RHB Visa Debit Card customers gained an automatic entry for every RM30 on domestic spending and two entries for every RM30 on online or overseas purchases. The campaign has generated a total of RM43mil incremental retail spend.

Cash prizes worth RM200 were given away to 100 consolation winners.

RHB Bank will continue to develop new exciting campaigns in the coming months to reward its customers. Customers can still win a BMW320i and daily prizes of Samsung Note 3 in an ongoing 'Spend & Win' contest ending 31 January 2014. Debit Card customers can win up to RM50,000 in cash with the "Deposit, Spend & Win" contest until 28 Feb 2014. Apart from that, customers can stand a chance to win a trip for two to Brazil for four days and three nights to catch the FIFA World Cup through the RHB Visa FIFA World Cup 2014 Contest ending 31st March 2014.

*Issued by the Group Corporate Communications Division. For more information, please call Lois Kam at 03-9280 5089 or email at [lois.kam@rhbgroup.com](mailto: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 Asset Management Sdn. Bhd. and RHB Islamic International Asset 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.*