



FOR IMMEDIATE RELEASE

RHB BANK LAUNCHES ITS NEW DEPOSIT CAMPAIGN - 'LET'S SAVE CONTEST'

Kuala Lumpur, 17 March 2014– RHB Bank Berhad (RHB) launched its latest deposit campaign, the 'Let's Save Contest', which starts now till 15 July 2014.

The campaign, held for the second consecutive year, encourages customers of RHB to grow their savings, and at the same time to 'go green' by standing a chance to win environmentally friendly hybrid cars.

The contest is eligible to all new and existing RHB Bank's retail conventional current account / savings account (CASA) and Easy by RHB savings account holders during the campaign period.

The 'Let's Save Contest' mechanic is based on the number of entries earned under three categories i.e Welcome Entry, Top up Entry and Loyalty Entry. Therefore, the more the customers' save, the higher their chance of winning attractive prizes. RHB will be giving away two Honda CR-Z's as its grand prize, two Honda Jazz hybrids and a Honda Civic hybrid as its monthly prize, including weekly and daily cash prizes.

Eligible customers are able to participate by answering a question via short messaging service (SMS), online registration and over the counter at any RHB branch. Early participation is encouraged as early birds get to earn up to four times top up entries. For more information, please log on to www.rhbgroup.com.

Issued on behalf of RHB Bank 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 the following key focus areas namely, Retail Financial Services, Treasury & Global Markets, Transaction Banking, Group Islamic Banking and Group Insurance, Corporate and Investment Banking Business and Group International Business. 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.