



FOR IMMEDIATE RELEASE

RHB BANKING GROUP CONTINUES TO DEVELOP FUTURE LEADERS THROUGH RHB SEED LEADERSHIP CAMP

Melaka, 25 March 2013 - The RHB Banking Group continues its quest to nurture future leaders of this country with *RHB Students Education Enrichment Development Leadership Camp* (SEED Camp), already in its third year, at the Bayou Lagoon Park Resort, Melaka today.

The fourth installment of this holistic development and leadership programme saw a number of over 218 secondary school students from 37 schools participating this time.

“Following the success of our camps last year, RHB is determined to continue our efforts in elevating the communities through the development of these young minds. These students are our future leaders and we hope that our initiatives in the education field will further inculcate new standards of excellence among young Malaysians,” said Norazzah Sulaiman, Group Chief Governance Officer of RHB Banking Group.

With rapid social and cultural changes emerging, the objectives of SEED Leadership Camp, which fall in line with the Group’s corporate responsibility philosophy and the Ministry of Education’s blueprint, is to provide a balanced development programme that will prepare, equip and empower students to overcome life challenges.

The elements and activities prepared for the students are very much focused on their understanding, development and enhancement of their leadership qualities. Throughout the camp, students will partake in several activities which will educate and enlighten them on the importance and responsibility on what it takes to be a leader.

This three-days-and-two-nights camp is poised in taking the student on a journey of self-discovery to determine, develop and personalise their leadership style in the objective to cultivate capable and honest future leaders.

The RHB SEED Leadership camp will continue its educational initiatives with other installments along the way which are set to take place in the upcoming school holidays in June and November of this year.

Issued on behalf of the RHB Banking Group by the Corporate Communications Division, RHB Capital Berhad. For more information, please call Lois Kam at 03-9280 5089.

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.