



FOR IMMEDIATE RELEASE

RHB Bank Berhad Bags Award for Excellence in Service Innovation

Kuala Lumpur, 28 March 2014 – RHB Bank Berhad emerged as the winner of the Excellence in Service Innovation category at the recent Retail Banker International Asia Trailblazer Summit and Awards for its one-of-a-kind 10-minute Instant Credit Card Approval and Issuance service.

The “Now, A Credit Card within 10 minutes” service was first launched by RHB in February 2013. It was successfully launched at five designated branches (three in Klang Valley, one each in Johor Bahru and Penang).

The RHB Instant Credit Card Issuance service has allowed the Bank to significantly reduce the traditional turn-a-round period of 7-14 working days to just 10 minutes. RHB’s new or existing customers can just walk into any of our participating branches and present their MyKad together with their latest Employee Provident Fund (EPF) statements to apply for instant credit card issuance.

The service also serves as an immediate solution for customers seeking to apply for a supplementary card or to replace lost or faulty cards.

Since its introduction, RHB has seen a significant growth in credit card issuance compared to its conventional acquisition channel. The service has garnered strong support amongst RHB cardholders with customers enjoying uninterrupted usage. Following the success, RHB will continue its effort to provide faster, convenient and safer services for its customers.

Issued by the Group 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.