



**FOR IMMEDIATE RELEASE**

---

**LUCKY RHB CARDMEMBER DRIVES AWAY A TOYOTA VIOS IN 'SWIPE YOUR RHB DEBIT VISA CARD TO WIN' CAMPAIGN**

---

**Kuala Lumpur, 5 Feb 2015** – Lucky RHB Debit Visa Cardholder today drove away with a brand new Toyota Vios 1.5G through the 'Swipe Your RHB Debit Visa Card to Win' campaign.

The contest, held in close collaboration with Visa Malaysia saw lucky cardholder, Lee Chee Kian, 44, from Klang as the grand prize winner of the campaign. Lee received the brand new car from Mr U Chen Hock, Executive Director, Group Retail Banking, RHB Banking Group, witnessed by Mr Ng Kong Boon, Visa Country Manager for Malaysia.

The contest, held from 17 September 2014 till 9 December 2014 was launched to reward Cardholders with attractive prizes when they transact using their RHB Visa Debit Card.

Participation in the contest was automatic for RHB Visa Debit Cardholders. During the contest period, cardholders who spent a cumulative spend of RM30 on online or overseas spend gained 3X contest entries; 2X entries on groceries or department stores or dining; and 1X entry on other retail spend.

Apart from the Toyota Vios 1.5G, cash prizes worth RM1,000 each were given away to twelve weekly winners.

Mr U Chen Hock said, "We have launched a number of campaigns as part of our efforts to reward our customers when they use our services. These campaigns are designed with the objective of offering our customers rewarding experiences whenever they shop with RHB Cards where they stand a chance to be rewarded with exciting offerings."

"Congratulations to the winners of the 'Swipe Your RHB Debit Visa Card to Win' campaign. We are glad to partner with RHB to provide rewards to our cardholders when they use their payment cards and will continue to bring more exciting campaigns to our cardholders. At Visa, our commitment remains to be the best way to pay and be paid for everyone, everywhere and we will work closely with the banks and merchants to ensure that we promote the usage of electronic payments among consumers in Malaysia, in line with the government's goal to drive Malaysia into a cashless society," said Ng Kong Boon, Visa Country Manager for Malaysia.

RHB Bank will continue to launch more exciting campaigns in the coming months to reward its customers. SOGO-RHB Credit & Prepaid Cardholders can earn as much as 10x S-Points when they shop at KL Sogo Department store and Supermarket every

Wednesday from January 2015 till May 2015. Apart from that, customers will also stand a chance to win a brand new Honda Jazz for every RM1,000 cumulative spend locally and overseas with their RHB Card from 15 November 2014 – 14 March 2015.

---

*Issued on behalf of RHB Bank Berhad 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 three main business pillars, namely Group Retail and Commercial Banking, Group International Business and Group Corporate and Investment 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 nine countries including Malaysia, Singapore, Indonesia, Thailand, Brunei, Cambodia, Hong Kong, Vietnam and Lao PDR. It is RHB Banking Group's aspiration to continue to deliver superior customer experience and shareholder value; and to be recognised as a Leading Multinational Financial Services Group.*

### **About Visa**

*Visa is a global payments technology company that connects consumers, businesses, financial institutions, and governments in more than 200 countries and territories to fast, secure and reliable electronic payments. We operate one of the world's most advanced processing networks — VisaNet — that is capable of handling more than 47,000 transaction messages a second, with fraud protection for consumers and assured payment for merchants. Visa is not a bank and does not issue cards, extend credit or set rates and fees for consumers. Visa's innovations, however, enable its financial institution customers to offer consumers more choices: pay now with debit, ahead of time with prepaid or later with credit products. For more information, visit [usa.visa.com/about-visa](http://usa.visa.com/about-visa), [visacorporate.tumblr.com](http://visacorporate.tumblr.com) and @VisaNews.*

*For more information, please contact Grace Tan at +65 6671 5468*