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## **RHB FEATURES NATIONAL DIVER CHEONG JUN HOONG IN CHINESE NEW YEAR VIDEO**

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**KUALA LUMPUR:** Leading up to the Lunar New Year, RHB Bank Berhad (“RHB Bank”) has released their Chinese New Year video featuring National Diver and 2017 FINA World Champion, Cheong Jun Hoong (“Jun Hoong”) depicting perseverance and dedication to one’s ambition.

Titled “Perseverance”, this video was developed to outline key success factors which include discipline and commitment, which are crucial to attain success. It depicts Jun Hoong’s journey as she prepares herself mentally and physically for the 2018 Commonwealth Games this April.

“Our belief that perseverance and dedication in pursuing our ambitions are the cornerstones of our success. Jun Hoong embodies the very traits that are in-line with our brand values, making this Chinese New Year message all the more meaningful.” said Abdul Sani Abdul Murad, Group Chief Marketing Officer, RHB Banking Group.

By taking a relatively different approach towards Chinese New Year message with a departure from typical festive narratives, the video is presented in a way to highlight the essence of Chinese New Year and to commemorate time-honoured traits such as diligence, ambition and togetherness, while still focusing on the values of the brand. Previously, RHB featured rapper Altimet and national footballer Thanabalan in the 60<sup>th</sup> Merdeka Day and Deepavali festive campaigns respectively.

In conceptualising the idea, RHB was guided by the Group’s brand promise “Together We Progress” and its brand values of nurturing our future generations and providing solutions to our customers in achieving their goals.

The RHB Chinese New Year video is now available for viewing on RHB Group's Facebook page, Instagram and Youtube channel. **#RHB #TogetherWeProgress**

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*Issued on behalf of RHB Bank Berhad by Group Corporate Communications. For more information, please contact Cynthia Blemin at 012-249 4071/ [cynthia.blemin@rhbgroup.com](mailto:cynthia.blemin@rhbgroup.com).*

**About the RHB Banking Group**

*The RHB Banking Group, with RHB Bank Berhad as the holding company, is the fourth largest fully integrated financial services group in Malaysia. The Group's core businesses are structured into seven main business pillars, namely Group Retail Banking, Group Business & Transaction Banking, Group Wholesale Banking, RHB Singapore, Group Shariah Business, Group International Business and Group Insurance. Group Wholesale Banking comprises Corporate Banking, Investment Banking, Group Treasury & Global Markets, Asset Management and Private Equity. All the seven business pillars are offered through the Group's main subsidiaries – RHB Investment Bank Berhad, RHB Islamic Bank Berhad and RHB Insurance 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 ten countries including Malaysia, Singapore, Indonesia, Thailand, Brunei, Cambodia, Hong Kong/China, Vietnam, Lao PDR and Myanmar.*

*For more information, please visit [www.rhbgroup.com](http://www.rhbgroup.com)*