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RHB PARTNERS RINGGITPLUS TO INTRODUCE “CHATBOT” CREDIT CARD APPLICATION

KUALA LUMPUR – RHB Bank Berhad (“RHB”) in collaboration with RinggitPlus has bridged the digital gap for credit card applications with the introduction of RHB RinggitPlus XpressApply via 'ChatBot', a real-time messenger-style platform on RinggitPlus.com.

The ChatBot service with RHB, provides Malaysians with a unique and revolutionary way to apply for credit cards. ChatBot enables consumers to apply for RHB credit cards at any time of the day and complete an application in just 5 minutes.

All applications and documents will be processed online and customers are only required to collect their credit card at the nearest RHB branch upon approval.

“RHB aims to provide an improved credit card application experience following the overwhelming response from customers for personal loan applications with RinggitPlus.com. Through this AI-powered ChatBot, customers can enjoy a simple, fast and seamless credit card application experience that resonate with their lifestyles,” said Nazri Othman, Acting Head of Retail Banking, RHB Banking Group.

“We are extremely excited to extend our partnership with RHB from their Personal Loans to Credit Cards. RHB’s ChatBot application for personal loans on RinggitPlus has already exceeded all our expectations so we are looking forward to replicating this success with Credit Cards. RHB’s commitment to providing market-leading customer experience and convenience is the perfect foundation to build digital-first banking for Malaysians,” said Siew Yuen Tuck, Group CEO of RinggitPlus.com.

RHB has been partnering with RinggitPlus, to enable online personal loan applications for selected financing products over the past few years. As part of the Group’s digital thrust, RHB alongside RinggitPlus has enhanced the application process through the introduction of ChatBot.

With the convenience of ChatBot, customers can pause their application process and continue at a later time. Support functions are also optimised for the user, whereby users may inform the ChatBot of their request for assistance or to speak to a customer service personnel.

In September 2017, RHB introduced SouthEast Asia’s first online personal loan application processing via ChatBot, and as at 20 March 2018, RHB has disbursed RM24 million in personal loans to applicants from this platform.

Issued on behalf of RHB Bank Berhad by Group Corporate Communications Division. For more information, please contact Norazzah Sulaiman at 603-9280 2125/ norazzah@rhbgroup.com or Cynthia Blemin at 012-249 4071/ cynthia.blemin@rhbgroup.com. For enquiries in regards to banking, products and services please contact our Customer Care Centre at 603-9206 8118.

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.

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