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RHB's Dual Credit Card Offers Higher Cash Back and Reward Points

Kuala Lumpur – RHB Banking Group ("RHB") today introduced the new RHB Dual Credit Cards offering customers value-added lifestyle propositions with competitive benefits, through the RHB Cash Back Credit Card and RHB Rewards Credit Card for both MasterCard and Visa. Through these cards RHB hopes to provide customers with options to redeem benefits and savings that will assist with daily expenses and help them manage their finances in a more agile manner.

The RHB Cash Back Credit Card offers customers the chance to earn back cash that has been spent. Through this card, customers can enjoy up to 10% cash back on expenditure for daily essentials such as petrol, dining, utilities and grocery and other retail spend, giving customers the chance to earn cash back value of more than RM600 yearly. Meanwhile, the RHB Rewards Credit Card allows customers to earn reward points up to 10 times the amount spent on categories which include purchase of movie tickets, online shopping, overseas spending, health and insurance as well as other retail spend. Customers can earn unlimited rewards points and enjoy access to all retail outlets with no annual fee for the first year.

"Our focus on the RHB Cash Back and RHB Rewards credit card is based on recent industry statistics which indicate that approximately 50 per cent of market spend distribution spans categories that RHB Cash Back card is promoting while another 30 per cent of market spend distribution are from the categories that RHB Rewards card is promoting. By consolidating the features of the two cards, we will be able to capture approximately 80 per cent of the credit card spending of an average customer. We hope to drive the growth of our credit cards spend to achieve double digit growth year-on-year at an average of 15 per cent compared to average market growth rates which stand at 8 per cent," said Nazri Othman, Acting Head Group Retail Banking, RHB Banking Group.

"Delivering value and convenience to our customers remain our foremost priority. We will continue to innovate and form partnerships that offer our customers versatile products to suit their evolving lifestyle needs," added Nazri.

The launch of the new RHB Dual Credit Cards is targeted to increase new customers card acquisition by 30 per cent by the first quarter of 2019.

"We are extremely delighted to partner with RHB to launch the dual credit cards that are tailored to the needs of Malaysian cardholders. We believe the cards will appeal to Malaysians because not only do cardholders get cashback on everyday spend categories, they also earn additional rewards. More importantly, these cards have contactless capability. At Visa, we are experiencing strong growth in contactless payments in Malaysia, with triple digit year-on-year growth and more than four million Visa

contactless payments made a month. We continue to work with our bank issuers to create interesting products and services that serve the needs of Malaysian cardholders, and help them embrace the benefits of using digital payments in Malaysia,” said Mr. Ng Kong Boon, Visa Country Manager for Malaysia.

Customers can redeem a wide range of items from the Rewards catalogue such as food, grocery, shopping vouchers, air miles for travel and household appliances, among others. With no monthly capping of points earned customers have the financial freedom to expand their purchase power using reward points.

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.

For more information, please visit www.rhbgroup.com