



**FOR IMMEDIATE RELEASE**  
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## **RHB ACCELERATES LOCAL BUSINESSES WITH #JomSapot**

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**KUALA LUMPUR:** RHB Banking Group (“RHB” or “The Group”) has taken an innovative approach to promote small and medium enterprises (SMEs) to consumers through the **RHB #JomSapot** campaign. This three-month long campaign from 1 September to 30 November, 2020 is held in conjunction with Malaysia Day celebrations and aimed at accelerating business activity growth, supporting local businesses to stay afloat while giving consumers greater value for money.

**RHB #JomSapot** provides SMEs with an online platform to promote their products and services to consumers at no additional cost. The campaign website redirects online traffic into actual purchases through a pledge system, which is integrated with Social Media, enabling customers to publicly share their support for local businesses. Consumers can then proceed to the outlet of the chosen SME retailer to make their purchase.

“This year’s Merdeka and Malaysia Day celebrations, sharing the theme “Malaysia Prihatin”, carries a deeper meaning as it describes the cooperation of the Rakyat who have been working together to fight the COVID-19 pandemic. To help boost the country’s economic recovery, we are reaching out to local businesses through our exciting **RHB #JomSapot** campaign. This initiative brings SMEs onto a special digital platform, where we are able to market their products directly to our consumers and encourage positive buying behaviour. As we make our pledges, share our pledges on social media and make our purchases at the outlets, we are demonstrating a strong sense of unity and solidarity, while ensuring the continued success of our local businesses,” said Group Managing Director, Dato’ Khairussaleh Ramli, RHB Banking Group.

This unique platform allows consumers to show their support for local businesses by;

1. Making a pledge on the site to purchase products from a chosen seller by scanning the merchant’s QR code,
2. Sharing the pledge with family and friends on social media, and
3. Making purchases from the chosen retailer using RHB DuitNow or RHB credit and debit cards.

Abdul Sani Abdul Murad, Group Chief Marketing Officer, RHB Group said ‘This unique initiative goes beyond providing a marketing platform to our local businesses. It includes promotions and marketing support capabilities which RHB will invest to help create awareness for these businesses and to encourage Malaysians to shop with them. RHB customers who made these purchases with their RHB credit card, debit card or DuitNow QR through RHB’s mobile banking app would stand to enjoy cashback up to RM650. Thus giving our customers further added value on their purchases.’”

The purpose-built website centralizes efforts in showcasing participating businesses' products and services, giving consumers the convenience of a centralized place to browse and plan their shopping as they pledge their support. This directory of businesses will continue to grow and customers will discover new things that's been promoted each time they make a visit to the campaign website [www.rhbjomsapot.my](http://www.rhbjomsapot.my).

"We hope this initiative by RHB helps reduce the burden of our SMEs in reaching out to customers by taking away the marketing and promotional costs, and giving them easy access to millions of our bank wide customer base," added Abdul Sani.

To participate, existing RHB SME customers may self-register through the campaign website. Non-RHB SME customers may open a Business Current Account/i with RHB through the corporate website at [www.rhbgroup.com](http://www.rhbgroup.com). **RHB#JomSapot** supports all sectors of the SMEs including retail, F&B, hospitality, travel, fashion and entertainment.

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*Issued on behalf of RHB Bank Berhad by Group Corporate Communications Division. For more information, please contact Cairil Irwan at 012-333 5007 / [cairil@rhbgroup.com](mailto:cairil@rhbgroup.com) or Cynthia Blemin at 012-2494071 / [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 and Group Treasury & Global Markets. 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)