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RHB BANK CAMBODIA AIMS TO BECOME SME BANK OF CHOICE BY 2024

Phnom Penh – RHB Bank Cambodia Plc. (“RHB Bank Cambodia”), a member of RHB Banking Group (“RHB” or the “Group”), aims to become a Top 10 Bank and the bank of choice for Small and Medium Enterprises (“SMEs”) in Cambodia by 2024.

“Cambodia is one of our key markets within the ASEAN region, and is a key contributor to our new three-year Together We Progress 2024 (TWP24) strategy towards building an integrated overseas business.

In positioning RHB Bank Cambodia as a Top 10 Bank as well as the bank of choice for SMEs, we will further enhance our digital capabilities and strengthen our local teams to deliver a differentiated banking experience to our customers. In addition, we will also continue to enhance our Corporate and Investment banking model, create even more partnerships with payment solutions providers to further expand our digital banking ecosystems, and deliver a thriving digital retail banking service to our customers,” said Mohd Rashid Mohamad, Group Managing Director / Group Chief Executive Officer of RHB Banking Group.

To celebrate ongoing partnerships and collaborations in the country, RHB Bank Cambodia recently hosted a Networking Dinner with more than 100 valued clients and business partners in Phnom Penh.

This Networking Dinner coincides with the visit of RHB Bank Board of Directors to its new RHB Bank Cambodia Headquarters located in OHK Tower in Phnom Penh. This relocation within the

heart of the central business district and financial hub in Phnom Penh provides greater accessibility to its customers.

RHB Bank Cambodia started operations in 2008, and it has now grown to having more than 300 staff locally and has expanded from its original branch in Preah Ang Duong Street in Phnom Penh to a total of 12 bank branches in Phnom Penh and the surrounding provinces.

In 2021, RHB Bank Cambodia launched the goWave by RHB website and goWave Lite app to boost financial literacy amongst Cambodian young adults through useful bite-sized articles, video capsules, and financial tools spread across the digital space. Following its successful implementation, RHB Cambodia was recently recognised with two prestigious awards namely, Most Innovative Retail Bank and Most Innovative New Financial Literacy Mobile App for its goWave Lite app, at the International Finance Awards 2022.
