



FOR IMMEDIATE RELEASE
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RHB INTRODUCES ENHANCED RHB NOW MOBILE BANKING APP FOR RHB PREMIER CUSTOMERS

Kuala Lumpur – The RHB Banking Group (the Group) today, introduced its enhanced RHB Now Mobile Banking App designed specially for its RHB Premier customers. With 68% of the total affluent Malaysians being digital banking users¹, the enhancement is aimed at enriching RHB's digital offerings for its Premier customers via its mobile banking experience.

“We are pleased to introduce the enhanced RHB Now Mobile Banking App which offers our affluent customers fast and seamless financial and lifestyle experiences. The enhanced app presents additional features and financial solutions that include market updates, messaging features and lifestyle privileges. Our affluent customers do not need to download two different apps, instead they will enjoy the convenience of a single login to access these attractive features,” said U Chen Hock, Executive Director, Group Retail Banking, RHB Banking Group.

“As of October 2016, our RHB Now Mobile Banking App has seen more than 120,000 new downloads with more than 360,000 existing customers having upgraded to this app. With this enhanced app, we aim to sign up a majority of our Premier customers onto this new and exciting mobile platform,” added Chen Hock.

RHB Premier customers can access the enhanced app by simply following the current process of logging in to the RHB Now Mobile Banking App, from where they can access further to the RHB Premier landing page.

The enhancements have been put in place to allow RHB Premier customers to conveniently access up-to-date market information and to facilitate engagement between RHB Relationship Managers and its Premier customers. A new functionality in the app allows customers to receive push notifications and messages as well as stay abreast with the latest events, deals and news from RHB Premier.

RHB Premier customers can now enjoy these exclusive features simply by updating the RHB Now app at PlayStore/App Store. For more information, RHB Premier customers can visit www.rhbgroup.com or call our dedicated line at 03-9206 1188.

¹ PWC Global Data and Analytics Survey

Issued on behalf of RHB Bank Berhad by the Group Marketing & Communications Division. For more information, please contact Norazzah Sulaiman at 03-9280 2125/ norazzah@rhbgroup.com or Cynthia Blemin at 012-249 4071/ cynthia.blemin@rhbgroup.com.

About the RHB Banking Group

The RHB Banking Group is the fourth largest fully integrated financial services group in Malaysia. The Group's core businesses are streamlined into seven main business pillars, namely Group Retail Banking, Group Business & Transaction Banking, Group Wholesale Banking, Singapore Business Operations, Group Shariah Business, Group International Business and Group Insurance. Group Wholesale Banking comprises Corporate Banking, Investment Banking, Client Coverage, Group Treasury & Global Markets, Asset Management and Private Equity. All the seven business pillars are offered through the Group's main subsidiaries - RHB Bank Berhad, 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, Vietnam, Lao PDR and Myanmar. It is RHB Banking Group's aspiration to continue to deliver superior customer experience and shareholder value; and to be recognised as a Leading Multinational Financial Services Group.