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RHB #JOMSAPOT ATTRACTS MORE THAN 5,500 LOCAL BUSINESSES

Kuala Lumpur – RHB #JomSapot continues to attract much interest by local small and medium enterprises (“SME”), registering a growing list of more than 5,500 business outlets throughout the country in various segments including hotel, health and wellness, digital appliances, food and beverage, fashion and beauty.

RHB #JomSapot provides SME customers of RHB Banking Group (“RHB”) a convenient online marketing platform to promote their products and services to consumers at no additional cost. This helps spur business volume, channeling much needed sales transactions to local businesses while fueling continued economic recovery and growth.

Adding additional value to participating SMEs is Facebook Malaysia, who have extended their support by providing RHB #JomSapot additional visibility and exposure on its social media space. This allows even greater reach for local businesses, in addition to instant access to over 4 million RHB customers already available to them through the platform.

“Our collaboration with Facebook Malaysia enables us to expand our reach to a bigger number of potential customers, which will be a further boost to SMEs. Since the launched of this initiative, we have seen very encouraging growth in local business participation and we encourage all local businesses to take full advantage of our platform to increase their revenue growth,” said Abdul Sani Abdul Murad, Group Chief Marketing Officer of RHB Bank.

“As at end-September, we have seen an increase in credit and debit card spend of about 20% generated through the RHB #JomSapot platform. This momentum continues to build as we bridge the gap between retailers and consumers, and this will help accelerate the recovery of our local SMEs,” Abdul Sani added.

RHB #JomSapot has received good coverage on social media and there have already been more than 5 million impressions across Facebook and Instagram, reaching more than 2.2 million unique users on Facebook alone.

“Small businesses are the backbone of our country’s economy and they are the hardest hit by the global pandemic. We are glad to give our support for RHB #JomSapot and to help provide even more awareness and reach through our platform. This, in turn, helps ease the discovery journey of local businesses for consumers, and opens up greater marketing prospects and potential sales for business owners,” Nicole Tan, Country Director of Facebook Malaysia.

To participate in RHB #JomSapot, existing RHB SME customers may visit www.rhbjomsapot.my to self-register. Non-RHB SME customers may open a Business Current Account/i with RHB through the corporate website at www.rhbgroup.com

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 or Cynthia Blemin at 012-249 4071/ 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, 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 nine countries, including Malaysia, Singapore, Indonesia, Thailand, Brunei, Cambodia, Vietnam, Lao PDR, and Myanmar.

For more information, please visit www.rhbgroup.com