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RHB ISLAMIC ENHANCES ISLAMIC WEALTH MANAGEMENT EXPERTISE WITH NEW CERTIFICATION PROGRAMME

Partnership with IBFIM Elevates Customer Experience through Knowledgeable and Experienced Specialised Advisors

Kuala Lumpur – RHB Islamic Bank Berhad (“RHB Islamic” or the “Bank”) today announced a significant advancement in Islamic Wealth Management (“IWM”) with the launch of the RHB Islamic Specialists Wealth Advisor (“RISWA”) Certification Programme. As a pioneer in this space, RHB Islamic has become the first Islamic bank to implement a customised IWM certification programme specifically designed for its Relationship Managers.

Developed in collaboration with the Islamic Banking and Finance Institute Malaysia (“IBFIM”), the RISWA programme is a distinctive and comprehensive certification that equips Relationship Managers with an in-depth knowledge of Islamic wealth management principles, products, and customer needs.

The programme’s rigorous training modules cover essential aspects of wealth creation, accumulation, protection, purification and distribution. By mastering these fundamentals and honing customer engagement skills, the Relationship Managers will be empowered to offer tailored, Shariah-compliant solutions that align with customers’ financial goals, and spiritual values. This initiative positions the Bank to deliver a holistic wealth management experience that is both financially rewarding, ethically grounded, and socially responsible.

Dato’ Adissadikin Ali, Managing Director of RHB Islamic, said, “Islamic Wealth Management is not just about avoiding *riba*, or complying with Shariah principles; it’s about integrating ethical values into every aspect of wealth creation and management. The RISWA programme allows our Relationship Managers to go beyond product knowledge and truly understand our clients’ financial aspirations and values. With this certification, we are empowering them to become trusted advisors who guide clients towards a sustainable, ethically responsible financial future. Our commitment is to offer these values-driven

solutions to everyone, regardless of their background and religious beliefs, through our comprehensive suite of Shariah-compliant wealth management solutions.”

Yusry Yusoff, Chief Executive Officer of IBFIM, said, “As a lifelong learning institution, IBFIM is pleased to collaborate with RHB Islamic in developing the RISWA programme. This unique and fit-for-purpose certification, crafted with RHB Islamic’s input, will produce a team of highly skilled Relationship Managers who can deliver exceptional service and knowledge to RHB Islamic’s diverse clientele.”

Aligned with the Bank’s strategy to be everyone’s primary bank by prioritising customer experience and driving quality growth, the RISWA programme is central to achieving RHB Islamic’s IWM target of RM6 billion by 2026. The programme strengthens the Bank’s capacity to deliver personalised, high-quality wealth management solutions, supporting its ambitious IWM goals.

RHB Islamic offers a wide range of bespoke Islamic wealth solutions designed to meet the evolving needs of customers at different financial milestones. To explore the benefits of Islamic Wealth Management and learn more about RHB Islamic’s offerings, visit: <https://www.rhbgroup.com/overview/islamic/islamic-wealth-management/index.html>.
