

NEWS RELEASE

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RHB's INVEST JOHOR 2024 ATTRACTS OVER 500 INDUSTRY LEADERS AND FOREIGN INVESTORS, UNVEILING TRANSFORMATIVE GROWTH OPPORTUNITIES

The Group sparks strategic dialogues and partnerships, highlighting Johor as Malaysia's prime investment destination.

Johor Bahru, JOHOR – RHB Banking Group (“RHB” or the “Group”) successfully convened over 500 key leaders from industry captains, domestic and foreign investors, business leaders, state agencies and government-linked companies at **Invest Johor 2024**. The event was a resounding success, fostering an informative and productive discussions on Johor’s immense and diverse investment opportunities, instilling confidence in its potential as a prime investment destination.

Invest Johor 2024 served as a pivotal platform to showcase Johor’s burgeoning potential, leveraging multiple economic levers and ongoing mega infrastructure projects. The event aimed to provide vital investment information to over 500 foreign investors and business leaders from across the region.

“The Invest Johor 2024 is a strategic platform to share our vision of unlocking Johor’s immense potential as the next epicentre of growth and investment. As Malaysia’s third-largest economic contributor, Johor is a beacon of growth and opportunity, representing 9.5% of the nation’s gross domestic product. With its strategic location, well-developed infrastructure, and diverse economic landscape, Johor consistently outpaces national growth rates,” said Mohd Rashid Mohamad, Group Managing Director/Group Chief Executive Officer of RHB Banking Group.

The event highlighted significant multiple economic drivers propelling Johor’s exponential growth. The development of special economic zones (“SEZ”), beginning with the Johor-Singapore SEZ, promised unprecedented levels of investment in technology, data centres, industrial estates, property, and healthcare. The potential revival of the Kuala Lumpur-Singapore High-Speed Rail (“HSR”) and other

proposed intercity transportation links will further catalyse infrastructure development, enhancing connectivity and cross-border travel.

“Johor represents a pivotal area of focus for RHB Banking Group. We are strategically positioned to cater comprehensively to the banking needs of this dynamic state. With our extensive presence of over 35 branches and approximately 1,700 self-service terminal machines across major cities, we are well-equipped to serve the diverse needs of businesses and individuals. Our experienced and diverse team in the Southern Region possesses deep industry knowledge and the skills necessary to effectively serve our varied clientele, aiming to maintain a workforce that reflects the diversity of the communities in which we operate,” said Mohd Rashid.

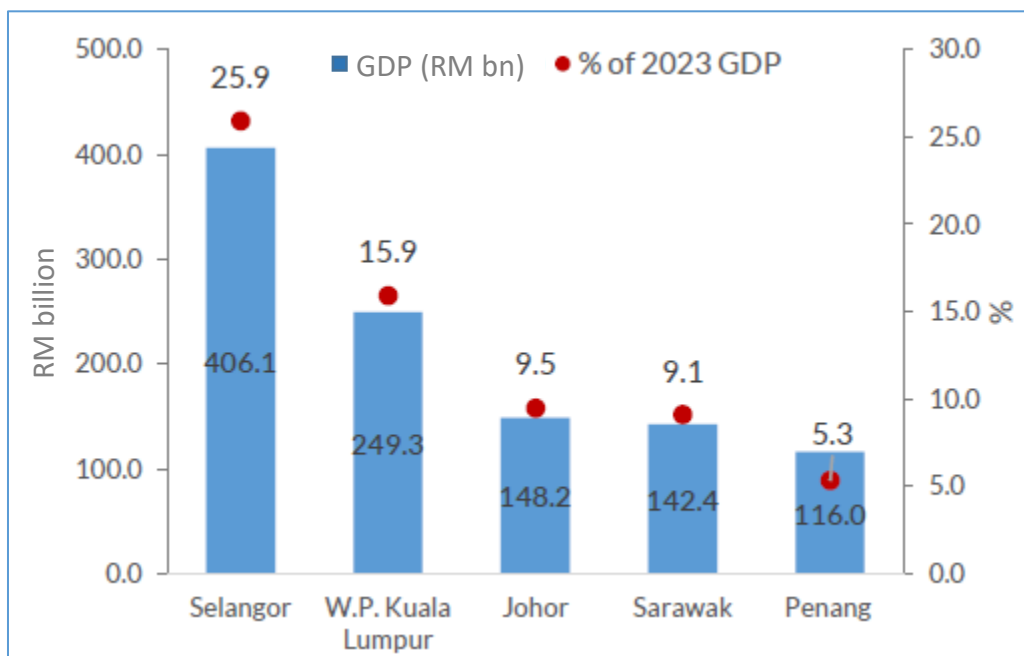
Mohd Rashid added that the Group’s commitment to Johor's development through continuous engagement with private sector and state-owned entities, including Invest Johor 2024 event. “Each of our initiatives supports the state's economic progress. With Johor identified as a key growth area under our Together We Progress 2024 (TWP24) corporate strategy, we are eager to leverage the state's vibrant economy, driven by strong consumer spending power and enhanced connectivity with Singapore.”

Anticipating the positive impact of the multiple economic levers, the Group will continue to provide comprehensive banking solutions, including lending, deposit, investment banking, and wealth management services, to support the evolving needs of individuals and businesses in Johor to drive progressive economic growth.

As global investors seek new growth hubs, Johor stands out with its robust infrastructure and strategic initiatives, positioning itself as a key player in the ASEAN region.

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Supporting Information:



Source: Macrobond, RHB Economics & Market Strategy

Table 1: Johor is the third largest economic contributor in Malaysia

State	No. of Projects	Employment ('000)	Domestic Investment (RM bn)	Foreign Investment (RM bn)	Total Investment (RM bn)
Penang	415	20.7	10.2	61.7	71.9
Kuala Lumpur	768	25.7	27.8	30.6	58.3
Selangor	1,319	33.1	37.9	17.3	55.3
Johor	751	19.1	12.1	31.0	43.1
Kedah	238	9.7	4.6	24.1	28.7
Sarawak	267	2.5	13.5	7.8	21.3
Sabah	126	1.2	11.2	0.1	11.3
National	5,101	127.3	141.1	188.4	329.5

Source: Malaysian Investment Development Authority (MIDA), RHB Economics & Market Strategy

Table 2: Approved Investments in Various Sectors by State in 2023