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RHB SWEEPS 8 PRESTIGIOUS AWARDS FOR CUSTOMER-CENTRIC INNOVATION AND SERVICE EXCELLENCE

Kuala Lumpur – RHB Banking Group (“RHB” or the “Group”) has once again proven its leadership in service excellence and innovation within the ASEAN region, receiving eight (8) prestigious awards. This recognition highlights RHB’s commitment to redefining the banking experience through continuous innovation and exceptional service.

At the **Asian Banking & Finance (“ABF”) Retail Banking Awards 2024** held in Singapore, RHB was honoured with the following awards:

- Domestic Retail Bank of the Year – Malaysia (2nd consecutive win)
- Call Centre Initiative of the Year – Malaysia
- Domestic Foreign Exchange Bank of the Year – Malaysia
- Mid-Sized International Retail Bank of the Year – Singapore
- Equity Deal of the Year – Singapore

Mohd Rashid Mohamad, Group Managing Director/Group Chief Executive Officer of RHB Banking Group, reaffirmed the Group’s dedication to customer service excellence. He stated, “Our recent accolades reflect our unwavering focus on simplicity and convenience across various touchpoints, from digital solutions to exceptional call centre and foreign exchange services. These awards underscore our potential to inspire and achieve our aspiration of being a leader in customer service excellence. In line with our *Together We Progress 2024* (‘TWP24’) corporate strategy, we are committed to driving progress for everyone, particularly in financial inclusion and social responsibility.”

A standout in RHB’s award submissions was the Branch Delivery System Evo (Mosaic Voyager), which leverages digital workflows and electronic document verification. Launched in June 2022, this has significantly reduced processing times and manual work. In just one year, over 420,000 accounts were

opened, with 85% of the applications processed efficiently within 15 minutes. This efficiency led to a 99.7% customer satisfaction rate with onboarding.

Recognising the growing preference for digital banking, RHB has embarked on its digital transformation journey, leveraging agile methodologies, data analytics, and artificial intelligence. As of today, RHB has automated 45% of critical processes and modernised over 60% of its systems. This digital transformation has significantly improved customer experience, with 83% of all transactions conducted digitally in 2023. The online banking customer base grew by 44% year-on-year, reaching 2.5 million. Furthermore, RHB achieved a remarkable 99.96% uptime on online transaction platforms throughout the year, showcasing the positive impact on its digital initiative and improved customer service.

As a result of its successful digital transformation, RHB was honoured as the Best Digital Bank in Malaysia for the third consecutive year at the 18th Annual Alpha Southeast Asia Awards 2024. Additionally, the Group received the ASNB Starz Award 2024 for Best Digital Agent, further solidifying its leadership in digital banking and its commitment to exceptional customer experience.

RHB's growth and recognition are testaments to its relentless pursuit of exceptional customer experiences, innovation, social responsibility, and service excellence. By prioritising these values, RHB is shaping a brighter future for its customers and the community.