

NEWS RELEASE

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RHB AND PAYNET DRIVE MALAYSIANS TOWARDS CASHLESS TRANSACTIONS

'Spend & Win' Campaign attracts over 5,000; Awards a Proton X90 to Grand Prize Winner

Kuala Lumpur – RHB Banking Group (“RHB” or the “Group”)’s **RHB X MyDebit Spend and Win** campaign, which attracted close to 5,000 participants and awarded over RM170,000 in prizes over four months, recently awarded the Grand Prize Winner, Shahrul Nizam from Nilai, with a prestigious brand-new Proton X90 worth over RM152,000, a prize that truly captivated the audience.

The successful campaign is a testament to the unwavering commitment and strategic collaboration between RHB and Payments Network Malaysia (“PayNet”), a partnership that has led to technological advancement, secure and convenient digital transactions, and instilled confidence in RHB’s customers regarding the benefits of MyDebit payments.

According to Jeffrey Ng Eow Oo, Managing Director of Group Community Banking, RHB Banking Group, “As Malaysia transitions towards a cashless society, the **RHB X MyDebit Spend and Win** campaign reflects RHB’s commitment of championing positive change in the financial landscape. With the ever-growing importance of contactless payments in our lives today, the campaign actively promoted this shift by increasing debit card usage. At RHB, we aim to make everyday transactions smoother, faster, and safer for everyone involved. We were thrilled to see a notable increase in the number of debit card transactions during the campaign period, exceeding our target by a significant 32%.”

The **RHB X MyDebit Spend and Win** campaign successfully incentivised customers to use their RHB Debit Cards for everyday transactions. It enabled swift checkouts with MyDebit’s extensive nationwide network of over 300,000 merchants. Customers also enjoyed enhanced security as transactions are directly linked to their bank accounts, eliminating the risk associated with carrying cash. Furthermore, this initiative encouraged responsible financial management by allowing cardholders to spend only the funds readily available in their accounts.



Azrul Fakhzan B. Mainor, Senior Director of the Commercial Division at PayNet, said, “At PayNet, we are committed to promoting a cashless ecosystem that benefits both businesses and consumers. We’re delighted to have partnered with RHB on this campaign. This collaboration has effectively encouraged the use of MyDebit and significantly accelerated its usage during the campaign period. PayNet is always committed to driving financial inclusion.”

Aligned with RHB’s Together We Progress 2024 (“TWP24”) strategy’s aspiration to ‘Be Everyone’s Primary Bank’ and ‘Prioritise Customer Experience,’ RHB remains steadfast in delivering innovative financial solutions that cater to evolving customer needs. By promoting cashless transactions through initiatives like the **RHB X MyDebit Spend and Win** campaign, RHB fosters a more secure and convenient banking experience, driving quality growth and solidifying its position as a preferred financial partner.

For more information on RHB Debit Cards, visit <https://www.rhbgroup.com/personal/cards/debit-cards/debit-card-list> today.