

NEWS RELEASE

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RHB HONOURS 60 #JOMBIZ MICRO-ENTREPRENEURS AT ANNUAL AWARDS CEREMONY

Bank Invests Close to RM1 million to Empower Nearly 470 Micro-Enterprises Since 2022

Kuala Lumpur – RHB Banking Group (“RHB” or the “Group”) recently hosted its annual RHB #JomBiz Awards Ceremony to recognise the achievements of 60 micro-entrepreneurs who form the third and fourth cohort of the programme.

RHB #JomBiz is a socio-economic empowerment programme that is transforming the lives of micro-entrepreneurs from the B40 and underserved communities, providing them with the tools and support needed to build sustainable businesses.

Aligned with RHB’s Sustainability Strategy and Roadmap, the #JomBiz programme offers comprehensive support to micro-entrepreneurs, including capability building, mentorship, and seed funding. Since its launch in 2022, RHB has invested nearly RM1 million to support close to 470 local micro-entrepreneurs, with over 320 businesses empowered in 2023 alone.

This year’s Cohorts 3 and 4 Top 3 businesses are:

Cohort 3	1 st Place	Perdagangan Ahmaz , supplier of healthy ready-to-eat food
	2 nd Place	Mamayaya Enterprise , supplier of ready-to-eat sambal dendeng, spiced chicken, fish paste, and marinades
	3 rd Place	Seri Baya Sdn Bhd , provider of cupping therapy (<i>bekam</i>) and facial spa services
Cohort 4	1 st Place	Misscreative Enterprise , brownies baker
	2 nd Place	Zamzum Global , supplier of asam pedas and sambal cooking paste
	3 rd Place	Global Aerogel Nanotech (M) Sdn Bhd , supplier of duck meat and eggs, as well as traditional food and kuih

Dato’ Mohd Rashid Mohamad, Group Managing Director/Group Chief Executive Officer of RHB Banking Group, said, “We are incredibly proud of the achievements of our RHB #JomBiz winners. By empowering micro-entrepreneurs with the knowledge and resources to build resilient businesses that contribute to the nation’s economic growth, this programme is aligned with RHB’s aspiration of empowering over two

million individuals and businesses across ASEAN by 2026, advancing financial inclusion to maximise socioeconomic impact and drive sustainable value for all stakeholders.”

By providing a holistic approach encompassing capability building, mentorship, emotional support, and knowledge on environmental, social, and governance (“ESG”) integration, RHB #JomBiz has helped participants achieve an average sales increase of over 35% within three months of receiving funding. These impressive results not only demonstrate the programme’s effectiveness in enhancing the financial resilience of micro-entrepreneurs but also the tangible impact it has on their lives, contributing to overall social well-being.

In keeping with RHB’s brand promise, ‘Together We Progress’, the RHB #JomBiz programme empowers disadvantaged micro-businesses, including single parents and persons with disabilities. It equips participants with the skills to build resilient businesses, increase income, and navigate challenging economic conditions through a holistic approach encompassing financial, business, and emotional well-being modules. The programme also incorporates an ‘Intro to ESG’ module, guiding micro-SMEs on sustainable business practices.

For more information on RHB #JomBiz, visit <https://www.rhbgroup.com/jombiz> today.
