

Press Release

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RHB Bank awarded as Best Trade Finance Bank in Malaysia for 2016 in The Asian Banker Transaction Banking Awards 2016

- **Increased market share and utilisation amidst market slowdown**
- **Successful shift away from pricing towards total customer profitability**
- **First online financial supply chain platform to integrate conventional and Islamic financial supply chains**

Hanoi, Vietnam May 11th 2016—RHB Bank was awarded **Best Trade Finance Bank in Malaysia** for 2016 in The Asian Banker Transaction Banking Awards Programme 2016. The awarding ceremony was held in conjunction with the prestigious Asian Banker Summit 2016, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region, held at the JW Marriott, Hanoi, Vietnam on May 11th 2016.

Increased market share and utilisation amidst market slowdown

RHB Bank achieved higher market share and trade finance utilisation as it focused on providing financial supply chain solutions to customers. It achieved this by creating an ecosystem for business communities, and partnerships with business network providers to leverage on their existing procurement communities. This strategy was successfully replicated in its regionalisation activities.

Successful shift away from pricing towards total customer profitability

While revenue was impacted by macroeconomic challenges, RHB successfully outperformed the market by shifting away from pricing competition towards total customer profitability. Through the strengthening of cross-business partnerships, RHB was successful in cross selling to over 30% of its corporate clients, and increased its CASA balance by hundreds of millions.

First online financial supply chain platform to integrate conventional and Islamic financial supply chains

RHB's new Reflex online platform combines cash management, trade finance, and both conventional and Islamic supply chain finance. This one-stop solution provides unparalleled convenience and even access to business networks like Sesame.

About 1,000 delegates attended the awarding ceremony, consisting of industry specialists, senior bankers, regulators, service providers, and decision makers from leading institutions in Asia, the United States, Europe, and Latin America, where opinions and responses of practitioners to global issues are shaped.

The Transaction Banking Awards under the Asian Banker Business Achievement Awards are widely acknowledged by the financial services industry as the highest possible accolade available to industry professionals and banks in the Asia Pacific region. The Transaction Banking Awards evaluate banks' achievements in cash management, payments, and trade finance. Recipients of these awards are determined through a combination of surveys, interviews, and field research by The Asian Banker research staff. A stringent three-month evaluation process based on a balanced and transparent audit-based approach is used to determine the awardees.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Manila, Hong Kong, Beijing, and Dubai, as well as representatives in London, New York, and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is www.theasianbanker.com

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