

Championing the people through community empowerment

COMMITTED to its purpose statement of "Making Progress Happen for Everyone", RHB Banking Group has pledged to continue enriching communities in Asean countries.

The group envisioned creating lasting positive impact, particularly by nurturing children and young adults, to empower over two million individuals and businesses by 2026.

RHB Banking Group managing director and chief executive officer Mohd Rashid Mohamad said, "The group's community outreach isn't just about words but tangible actions, aligning with the brand promise of "Together We Progress".

"Our philosophy is simple: We believe in giving back just as passionately as we deliver exceptional service to our customers.

"Through our community outreach, we invest in societal development, indirectly bolstering the foundations of the countries in which we operate."

Through collaborative efforts and strategic initiatives, Mohd Rashid said RHB continued to drive positive change in making an impact on society and the environment.

The group's unwavering dedi-



RHB staff in Sabak Bernam, Selangor after planting 530 mangrove trees along the coast as part of the banking group's RHB Touch Hearts initiative.

cation to uplifting communities and ensuring customer satisfaction underscored its commitment to fostering progress and sustainability across Asean, he added.

The commitment, he said, was reflected in the group's initiatives such as RHB Touch Hearts, #JomBiz and RHB #Empower that aimed to

address immediate needs while driving long-term sustainability.

Among these, Mohd Rashid said RHB Touch Hearts stood out as a flagship programme, mobilising thousands of employees across the Asean region in support of various community projects.

In 2023, RHB employees raised close to RM750,000,

funding 43 projects and spending a day championing their projects, which included planting more than 5,400 trees along parts of the Malaysian coastline.

Mohd Rashid added that RHB also continued to champion micro-businesses, collaborating with industry partners via the #JomBiz programme to provide

vital support to micro, small and medium-sized entrepreneurs, disbursing over RM220,000 in seed funding to 60 businesses in 2023.

Its effort to support emerging young and neurodivergent artists included the annual Art with Heart exhibition.

Over the past four editions, the initiative generated nearly RM1mil in sales, with 80% of proceeds benefitting artists and 20% supporting community outreach programmes.

The 2023 event featured a record-setting lineup, including 12 neurodivergent artists, demonstrating RHB's commitment towards diversity and inclusion.

This tied into the broader initiative of RHB #Empower, which aimed to integrate neurodivergent young adults into society via training in digital skills and cognitive and social development.

RHB's community engagements were an integral extension of its customer commitment, and it had undertaken significant efforts to redefine service excellence under its Together We Progress 2024 (TWP24) corporate strategy, which aligned with the group's holistic approach.