

RHB Bank Bhd in Financial Cards and Payments (Malaysia)

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Abstracts

RHB Bank is expected to focus on driving card issuance over the forecast period in a bid to increase its value share within financial cards. New card development will thus be a key focus for the company as it seeks to expand its product portfolio to meet varying needs of consumers. In addition, the company is expected to look into new initiatives such as extending the 10 minute card issuance programme to more branches.

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