

Rizal Commercial Banking Corp - RCBC in Financial Cards and Payments (Philippines)

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Abstracts

Rizal Commercial Banking Corp, otherwise known as RCBC, is expected to focus on high-potential niche segments such as overseas Filipino workers (OFW) and the unbanked Filipinos. The company is anticipated to introduce products with minimal deposit and low salary requirements to encourage the unbanked population to participate in the formal financial system. RCBC is also expected to unveil new offerings specifically for OFWs in order to better serve the needs of this growing segment over the...

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