

Headline	RHB Bank sees loan growth slowing to 12-14pc pext year		
MediaTitle	Daily Express (KK)		
Date	22 Nov 2014	Language	English
Circulation	30,557	Readership	97,836
Section	Business	Page No	20
ArticleSize	137 cm <sup>2</sup>	Journalist	N/A
PR Value	RM 847		



## RHB Bank sees loan growth slowing to 12-14pc next year

KUALA LUMPUR: RHB Bank Bhd expects its loan growth to soften to between 12 per cent and 14 per cent in 2015, from 15 per cent this year, as the bank moves towards better quality loan applications.

Head of Group Retail Banking, Charles Sik Wan King said having a bigger share of the higher-value customers would increase the bank's ability to service its loans.

"As oppose to where the industry is growing, I think the quality of loans and our target segments are a lot more important than just a pure absolute number," he told reporters after the launch of RHB Bank-Tokio Marine Life Insurance Bhd insurance product, Essential FlexiLink, here Friday.

He added that by having a bigger slice of the higher-value customers pie, the bank

was looking positively into next year in terms of absolute growth despite the slower industry growth projection.

On the bancassurance segment, he said RHB Bank was confident of continuing its robust growth in the segment which saw a 100 per cent increase in premiums to RM60 million this year from RM30 million last year.

He said the bank targeted to achieve a double-digit growth in premiums next year and hit the RM100 million threshold on the back of growing popularity of medical insurance products as well as savings oriented products.

One of the products that will contribute to the increase in premium is Essential FlexiLink, which offers comprehensive pro-

tection plan and flexibility for customers to customise their own plan.

Targeted at both the premier and mass market, he said the bank was confident the product would be well received and contribute RM10 million in regular premiums for the first year.

He said another interesting feature of the product was its investment-linked plan that combined both protection and investment elements.

With premiums from as low as RM100 per month, the product offers a range of

benefits with six attachable riders namely iComprehensive Critical Illness, iHealthCare, iHealth Income, iAdvanced Critical Illness Income, iLife Waiver Plus and iPayor Waiver Rider. —Bernama