

29 April 2026

**“Excellence in Shariah-Compliant Personal Financing Solutions”, under Signature Brand category, won by RCE Marketing Sdn Bhd (“RCEM”) at The BrandLaureate World Halal BestBrands Awards 2026**



On 29 April 2026, RCEM received a prestigious “Excellence in Shariah-Compliant Personal Financing Solutions” award, under Signature Brand category, at The BrandLaureate World Halal BestBrands Awards 2026 held at The Majestic Hotel Kuala Lumpur.

The BrandLaureate World Halal BestBrands Awards serves as a premier global platform that recognises Halal brands committed to purposeful leadership, the highest standards of excellence, and the cultivation of market confidence through integrity and trust. Notably, this year marks the first introduction of “Excellence in Shariah-Compliant Personal Financing Solutions” category.

This recognition underscores our commitment to excellence in the financial industry and ability to continue upholding Shariah principles while strengthening Customer trust in a dynamic market landscape.