



## **Maybank launches R.I.S.E. Programme 2026 Cohort in Cambodia, advancing financial inclusion and economic empowerment across ASEAN**

- *Programme in its 3<sup>rd</sup> year in Cambodia targets to uplift 1,400 PWDs & marginalised communities in the Kingdom*

**Phnom Penh** – Maybank, via its social impact arm Maybank Foundation, recently officiated the Reach Independence & Sustainable Entrepreneurship (R.I.S.E.) programme 2026 Cohort in Cambodia, marking the Group’s continued commitment on impacting society positively by advancing financial inclusion within the Kingdom.

Building on the success of last year’s R.I.S.E programme in Cambodia which empowered over 1,400 individuals, this year, the programme aims to uplift another 1,400 individuals, across several provinces including Phnom Penh, Siem Reap, Sihanoukville, Kandal and Kampong Cham, reflecting the programme’s expanding reach and scalability.

A signing ceremony was held to mark the renewal of Maybank’s strategic collaboration with the Ministry of Social Affairs, Veterans and Youth Rehabilitation (MoSVY), represented by the Disability Action Council (DAC) and the Cambodian Mine Action and Victim Assistance Authority (CMAA). The respective Memorandum of Collaboration (MoC) was signed by **H.E. Ung Sambath, Secretary General of DAC**, and **Her Excellency Sreng Sorphea, Deputy Secretary General CMAA, in charge of Victim Assistance Department**, witnessed by **Rath Sophoan, Chief Executive Officer and Country Head of Maybank Cambodia**.

The MoC signified a strengthened multi-stakeholder partnership to advance financial inclusion and expand sustainable livelihood opportunities for PWDs and disadvantaged communities via the R.I.S.E. programme, which supports Cambodia’s broader socio-economic development priorities.

**Rath Sophoan, Chief Executive Officer and Country Head of Maybank Cambodia**, said: “Cambodia’s growth presents strong opportunities but to ensure that more communities can participate meaningfully in the economy remains critical. From a banking perspective, our role is to not only provide financial access but to support individuals in building income, resilience, and long-term stability. Through initiatives like R.I.S.E., we help to empower local communities while supporting the country’s broader economic growth.”

**H.E. Ung Sambath, Secretary General of the Disability Action Council (DAC)**, said, “For Persons with Disabilities, access to opportunities and generating income is fundamental to living with dignity and independence. Strengthening their capabilities not only improves individual livelihoods but also contributes to a more inclusive and balanced society for Cambodia.”

**Her Excellency Sreng Sorphea, Deputy Secretary General CMAA, in charge of Victim Assistance Department**, emphasised, “Restoring livelihoods is often one of the most important steps in helping mine victims and Persons with Disabilities rebuild their lives. With the right support and opportunities,

they are able to regain confidence, support their families, and move forward with greater stability and independence.”

**Izlyn Ramli, Head Group Corporate Affairs & CEO of Maybank Foundation**, said, “R.I.S.E. reflects Maybank’s purpose of Humanising Financial Services—where financial inclusion is translated into meaningful outcomes. Initiatives like this are crucial not only for Cambodia but for ASEAN as a whole, as we work to empower individuals to start their entrepreneurial journeys, consequently, building better lives for themselves and their families.”

The ceremony also featured a sharing session from two alumni of the previous programme cohort, Keo Rachana and Lach Sreynet, as they reflected on what inspired them to join R.I.S.E. and provided a candid look into the realities of entrepreneurship.

**Lach Sreynet** said “The R.I.S.E. programme has empowered me to become a more resilient and hardworking entrepreneur. Nowadays, I can apply practical strategies so that my business can adapt to the challenging times.”

Meanwhile, **Keo Rachana** said “Beyond the improvements I see in myself, I am most grateful that I am able to share the knowledge learnt during the R.I.S.E. programme to others in my community, ensuring that the information get passed on so that they can also grow and be uplifted as well.”

Since its introduction in Cambodia in 2023, the programme has reached 2,676 beneficiaries, including 2,108 PWDs and 568 individuals from disadvantaged communities. Participants have recorded a significant increase in their average monthly income, from USD 74.91 to USD 265.78, representing a 258.67% increase, demonstrating tangible improvements in their livelihoods.

The R.I.S.E. programme, a flagship regional initiative under Maybank Foundation, is designed to empower disadvantaged communities through entrepreneurship, financial literacy, and structured capacity building to enable sustainable income generation. To date, more than 50,000 participants have been transformed into self-reliant entrepreneurs across six ASEAN countries, including Malaysia, Indonesia, Philippines, Laos, Cambodia, and Singapore.

Maybank Foundation has established itself to be a regional social impact organisation, actively supporting Maybank’s mission of Humanising Financial Services. In ensuring to be a force for good, while positively impacting the communities it serves, Maybank Foundation has touched more than 640,000 lives since 2013. This has led to it being accorded ASEAN accreditation status, underscoring Maybank’s dedication to creating meaningful, measurable, and long-term sustainable impact across the region.

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